35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MARCH 27, 1961

Long-awaited study of tv ratings issued by Harris subcommittee 31

Exclusive survey: how tv has bolstered public affairs programming 64

FCC throws book at KDWB: levies fine for power-antenna violations 46

Only six half-hours open on the networks' tv summer schedules 85

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NOW

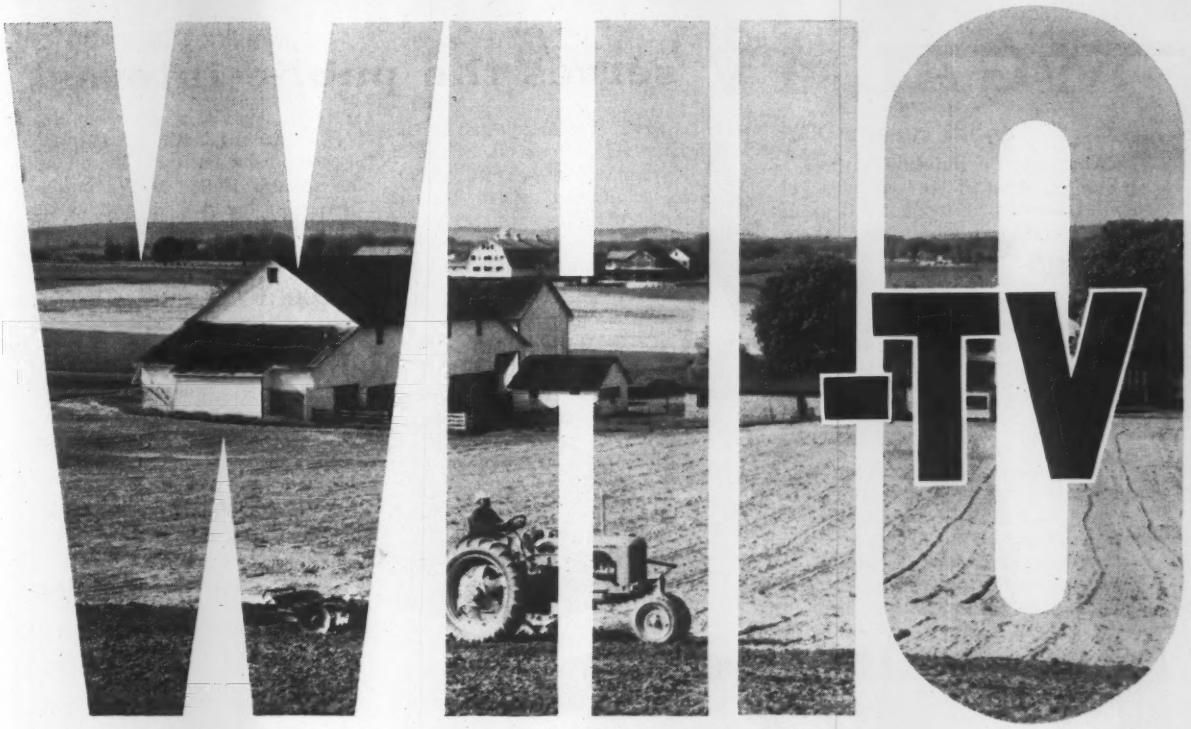
AS

ALWAYS

AP

THING OUTSHOUTS QUALITY AND INTEGRITY

VITAL
BUY
KTRK-TV
HOUSTON



"goes to the farmer"

and the farmers speak for themselves

What's the difference between the farmers' TV choices and yours? We asked them. The answer: very little.

We found that Dayton-area rural families look to TV for information, entertainment, and relaxation. They like educational and informative programs, music, drama, westerns. They are interested in factual news and up-to-date weather reports. They are especially interested in agricultural market reports. They would like to see improved children's and family-type programs in the early evening hours, a greater attention to constructive daytime programming for farm housewives, and more farm programs rooted in fact.*

In answer to our question, "How do you think TV can best serve its rural audience?"—one of our replies stated, "This is your problem."

We agree. It *is* our "problem." And by using the hundreds of constructive criticisms received from this, and other surveys, we hope to present the kind of balanced programming that will please most of the people, most of the time in OHIO'S THIRD LARGEST MARKET.

*Dayton area Farm Population—327,700; '59 Income Gross $509,797,000 (SR&D figures)

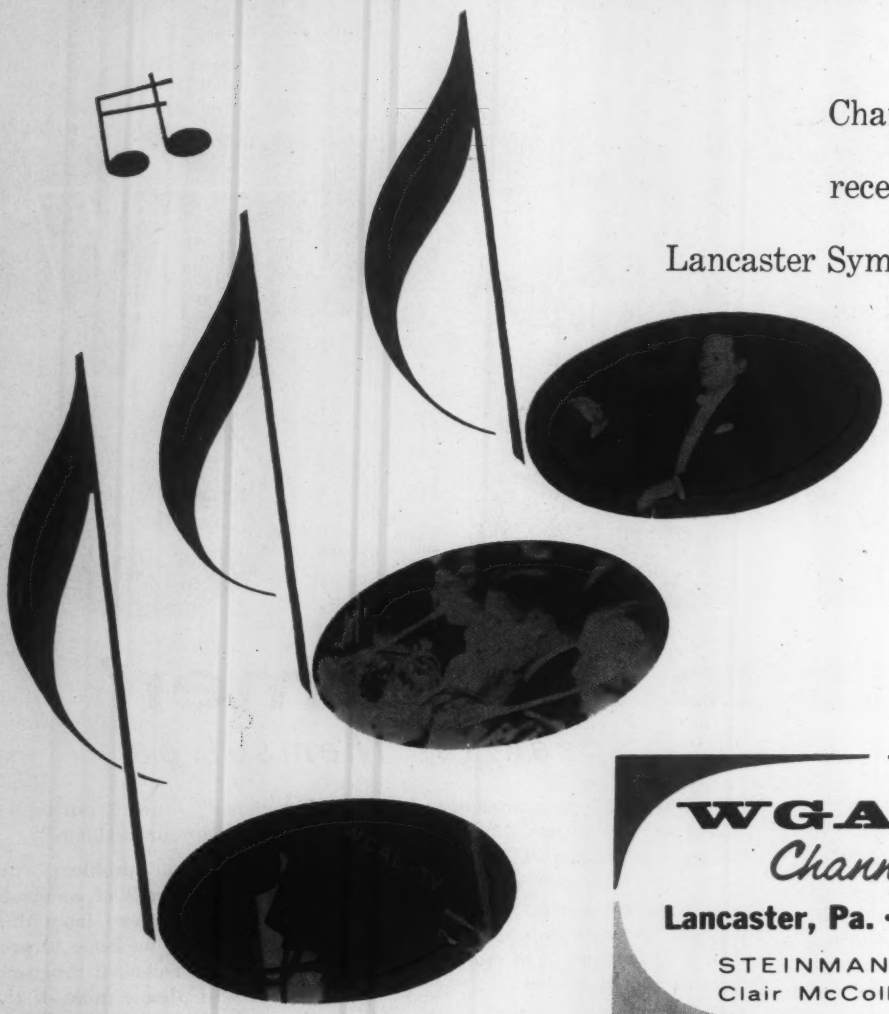
Ask George P. Hollingbery for details about Dayton's High, Wide, and Wholesome station.

WHIO-TV
CBS
Channel 7
Dayton
Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia, and
WSOC, WSOC-TV, Charlotte, North Carolina

WGAL-TV serves the public interest



Channel 8 telecasts a recent concert of the Lancaster Symphony Orchestra as one phase of WGAL-TV public service activities.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

$45,000 to $12 million

When Peoples Broadcasting Corp. bought WGAR Cleveland from Goodwill Stations (WJR Detroit; WJRT [TV] Flint) in 1954 for about $1 million net, it acquired what eventually amounted to 30% interest in Cleveland Browns football team for $45,000. Last week Browns were sold to New York syndicate for $4 million. WGAR's cut: $1.2 million. Additionally, in seven years of ownership, station has realized substantially more than purchase price in earnings and probably could be sold today for several times investment.

Browns stock actually was held by Herbert E. Evans, president of Peoples (vice president of parent Nationwide Insurance Co.). This was so because law prevented corporate holding of stock. Peoples originally acquired football stock because of civic interest in community. Additionally, it acquired play-by-play rights which it retains under new team ownership, but Mr. Evans relinquishes his vice presidency and directorship.

Minow's mission

Recent votes at FCC, notably in cases involving policy considerations and infraction of regulations, indicate degree to which 35-year-old Chairman Newton N. Minow is taking over. In virtually all cases involving infractions, Commissioners Ford and Bartley have voted along with him. On program matters, Commissioners Hyde and Craven have usually been in minority. Being watched closely are Commissioners Lee and Cross, since switch by either would give chairman clear cut majority of four.

CBS promotions

Theodore F. (Ted) Koop, director of news and public affairs, CBS Washington, becomes director of Washington operations of CBS and Howard K. Smith, CBS commentator, becomes chief correspondent and general manager of Washington news bureau under promotions to be announced this week. Mr. Koop, who joined CBS News in 1948, will report to Edmund C. Bunker, vice president of CBS Inc. in charge of Washington activities. Increased Washington activities at executive level said responsible for creation of new post. Mr. Smith joined CBS News in 1941 in Berlin and for 11 years was chief European correspondent, moving to Washington in 1957.

Allocation's thinker

"Original" thinking about broadcasting isn't confined to FCC these days. Dr. Jerome B. Wiesner, science adviser to President Kennedy, is giving thought to tv allocations problems with some interesting "first thoughts": move all tv to uhf, save bandwidth by using current information theory principles. (Shannon's law, digital tv, PCM, etc.).

Dr. Wiesner, on leave as director of MIT's electronics research lab and himself in front rank of electronic planners, first became aware of tv allocations year ago when group of FCC and Bureau of Standards engineers visited him in Cambridge. His reaction then, according to one report, was as extreme as it is now, including apparent unconcern with effect of such moves on existing public investment in receivers or prices of uhf receivers equipped to handle sophisticated tv transmission standards.

Grade labelling threat?

Creation of Office of Consumer Counsel in White House is certain to cause consternation in advertiser, agency and media circles. This will be construed as step toward grade labelling of products and to undermining of brand names. It's in line with Galbraith-Schlesinger school which regards advertising as economic waste, philosophies they expounded during campaign and which were implemented in Democratic party platform.

Consumer Counsel project is bound to become prime topic at meetings of major media and client association meetings scheduled during next few weeks. Slated to direct office as part of White House operation is Mrs. Persia Campbell, professor of economics at Queensboro Community College, New York, and former consumer adviser to Averell Harriman while governor of New York.

FTC and ratings

Interest of Federal Trade Commission in broadcast rating services hasn't diminished, but unofficial report is that its investigators haven't found any hanky panky among top rating services. FTC investigators gave one service fine-tooth comb going over, looking for "fraud, complicity or rigging" but left apparently satisfied. Probing took into account, too, it's understood, size of sample and method of choosing respondents. This is substance of Madow Report (see page 31).

NBC agency rating

Formal research on how advertising agencies rate tv network may be in works for NBC. Marplan, Interpublic research division, which already has pilot study in preparation for client NBC, would be firm to conduct full-scale probe. Of interest to NBC among other findings: Comparison of this study to that conducted independently last summer by BROADCASTING news staff.

Report uproar

Republican congressional leaders are continuing attack on White House order that chairman of FCC and other agencies submit secret monthly reports to President. Sen. Dirksen (Ill.) and Rep. Halleck (Ind.), Senate and House minority leader, respectively, plan new broadside at weekly televised news conference Thursday (March 30). They are concerned because White House regards reports as "executive" and as such to be withheld from Congress and public and that other members of commission did not know FCC chairman had received and replied to order until they read it in trade press (BROADCASTING, March 13). Rep. William Avery (R-Kan.) continued his demand that reports be made public by asking last week that House Subcommittee on Information make investigation.

ABC blockbuster

Actual presentation may still be long way off, but ABC-TV is currently planning blockbuster on over-all military activities of U. S. government. One producer-writer at network described it as "biggest show tv has ever seen, if tv ever sees it." Segment of show will cover formerly top secret developments of army's Redstone missile project in Huntsville, Ala. ABC had production team there this month "scouting." Project is being kept under such close wraps by network that most ABC personnel know nothing about it. Government clearance is still pending and this may prove major roadblock.

ABC is speeding up late night tv news project and getting ready to launch 11 p.m. experiment next month. It will be two-market operation, probably sponsored by oil company, tentatively timed for 11½ minutes Monday-Friday on WABC-TV New York and WMAL-TV Washington.

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Needs and Creeds...*

*"... To Serve with Vigor the Needs and Welfare of South Florida and our Country ..."

—from management creed announced when WCKT took the air Sunday, July 29, 1956

Early last year, WCKT, Channel 7 in Miami, mailed out its annual edition of the WCKT Public Service Report. It was entitled "NEEDS" and covered 1959. This booklet was sent to leaders in education, religion, government, professions, labor and business, reporting on WCKT's efforts to meet the "Needs of the Community," "Needs for Education," "Needs of the Spirit," the "Need to be Informed," "The Need for an Airing of Issues," and the "Need for News."

Accompanying the 1959 "NEEDS" report, WCKT furnished these leaders a questionnaire, asking "IN THE ORDER OF THEIR IMPORTANCE, WHAT ARE SOUTH FLORIDA'S GREATEST NEEDS AS OF NOW?"

The replies came in and were used to blueprint an even greater service based upon the "NEEDS" of our community as our citizens see them.

Among the "NEEDS" projects, WCKT has already aired three 60-minute live-film-tape documentaries . . . CUBA ON THE MOVE, delving into our Cuban population influx and the problems of Communism brought about; YANKEE DOLLARS, a study of Florida tourism; and ROOTS IN SAND, which look into juvenile delinquency. Another 60-minute documentary now being readied — MIAMI CONDEMNED — deals with badly needed slum clearance. Among the 30-minute programs already broadcast, were DELEGATION FROM FLORIDA, interview with the delegates to the political convention; CRYING CITY, studying the rejuvenation of downtown Miami; SILENT VOICE, comparing the American free Vote with the lack of democratic processes in other lands; and FLORIDA'S FUTURE, pointing up the problems of integration.

The "NEEDS" questionnaire also brought about a cultural SHOWCASE series, presenting talented amateur performers of professional caliber. These live and taped 60-minute programs covered music at the University of Miami, ballet by the Miami Ballet Company, opera sung by members of the Miami Opera Guild and dramatics by aspiring actors.

In addition, WCKT broadcast thousands of announcements and hundreds of hours of religious, educational and other community service programming.

BISCAYNE TELEVISION CORPORATION

WCKT **WCKR-AM-FM**

WEEK IN BRIEF

The long-awaited, Harris-backed study of tv ratings services is out and statistical group recommends industry set up office for methodology study. Report finds services 'reasonably good,' cites some flaws. See . . .

RATING METHODS STUDY ASKED . . . 31

The audiences of network tv affiliate stations are getting more of and a greater variety of public affairs programming than they've ever had—sometimes a surfeit—BROADCASTING study of 229 stations finds. See . . .

ENLIGHTENMENT VS. ENTERTAINMENT . . 64

KDWB Minneapolis-St. Paul falls first victim to new FCC authority to fine wayward licensees, and it gets the limit, $10,000; power-antenna violations were inherited from former owners, Crowell-Collier says. See . . .

FCC THROWS THE BOOK AT KDWB . . . 46

Summer network tv programming schedules are almost completely in place with only six half-hours left open; re-runs are still predominant, and even the 'Ed Sullivan' show gives way to the trend. See . . .

NETWORK TV SET FOR SUMMER . . . 85

In terms of money spent, those re-runs are just as economical for summer television advertising as the originals, A. C. Nielsen Co. concludes in a special analysis of summer re-runs. See . . .

SUMMER RE-RUNS: HOT BUY . . . 34

The Senate approves a $1 million federal subsidy to each state for educational tv and House Commerce Committee Chairman Harris, at House hearing, says he wants etv channels put to use as soon as possible. See . . .

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The pros and cons of the Miami ch. 10 'ex parte' case, the outcome of which will affect a half-dozen similar contests to be decided by the FCC, is heard by the U. S. Court of Appeals in Washington. See . . .

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A prediction that electronics will go from a $10 billion to a $30 billion industry by 1970 is entirely in keeping with the Institute of Radio Engineers' convention, where engineers from 40 countries trade information. See . . .

IRE CONVENTION DRAWS 70,000 . . . 90

Proposals by Canada's Board of Broadcast Governors to restrict advertising and program content might mean the finish of commercial broadcasting, Canadian broadcasters warn at CAB's convention in Vancouver. See . . .

BROADCASTING PLANS ALARM CAB . . . 94

The creative man in advertising is the one who can keep a jump ahead of the public in its demands for a steadily rising standard of living, says Campbell-Ewald President Thomas B. Adams. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WE SAID 60,000,000 WE DELIVERED 62,500,000

THAT'S THE WAY IT IS WHEN YOU DO BUSINESS WITH ABC RADIO

"How to hit 60,000,000 customers with one shot"; that's how we said it when we announced ABC's Radio exclusive coverage of the March 13th Patterson-Johannson title bout. 60,000,000 customers, that's how Mennen, Carling and Studebaker bought it. But here's how ABC delivered with 550 stations throughout the U. S. and Canada with the greatest audience in advertising history, 62,500,000 strong. Still more proof that you get the best of the bargain when you do business with ABC Radio.

AT DEADLINE

Examiner uses authority to make final decision

In first use of newly-delegated authority, Chief FCC Hearing Examiner James D. Cunningham granted new am in Minneapolis to Hennepin Broadcasting Assoc. Friday (March 24) and approved agreement for Hennepin to pay applicant Robert E. Smith $5,501 for dropping out (BROADCASTING, Feb. 27).

Mr. Smith sought 690 kc, same as that granted Hennepin, in River Falls, Wis., and two applications were set for comparative hearing. Mr. Cunningham Friday approved payment of partial expenses to Mr. Smith and dismissed his application with prejudice.

Grant to Hennepin was made possible under FCC rule change early this year authorizing examiner to make disposition of such cases when dropout removes all hearing issues (BROADCASTING, Jan. 9). Hennepin is owned by Albert S. and Patricia W. Tedesco.

SAG holds to position on 'wild spot' residuals

Screen Actors Guild, as aftermath of BROADCASTING's story on union's interpretation of "wild spot" and "program commercial" (BROADCASTING, March 13), has notified American Assn. of Advertising Agencies observers at labor negotiations that its interpretation is not "new," and re-stated position on those residuals for record. It's understood AAAA observers plan to study situation and hope to evolve formula to classify "cut-away" commercials from network program in specific residual fee category—perhaps higher than "wild spot" but lower than program fees SAG's interpretation now calls for.

Business briefly...

Block Drug Co., Polident denture kit, Nytol and Pycopay toothbrush, Jersey City, N. J., starting April 6 will join Toni Co. in co-sponsorship of NBC-TV's *Groucho Marx Show* (Thurs. 10-10:30 p.m. NYT). Agency: Grey Adv., N.Y.

American Dairy Assn., Chicago, considering program sponsorship of network tv next fall and has increased ad budget $300,000 for total of over $5 million mark. ADA presently uses spots on NBC-TV's *Today* and will use local tv spot starting in April to promote ice cream. Agency: Campbell-Mithun, Chicago.

Edward Dalton Co., Metrecal, Evansville, Ind., will expand tv activity in April to promote two-month "ready for summer" campaign—considered peak period for consumer interest in weight control. Liquid dietary product will use tv spot in undetermined number of markets plus sponsorship of *Valiant Years* on ABC-TV. Additional network tv exposure is in negotiation. Agency: Kenyon & Eckhardt, N. Y.

Series, All-Stars set

Gillette Safety Razor Co., Boston, and Chrysler Corp., Detroit, will co-sponsor baseball's World Series and All-Star games on NBC Radio in 1961, reports Baseball Commissioner Ford Frick. He revealed total payment for tv-radio rights to World Series and two All-Star games will be $3,750,000.

Mr. Frick said games will be carried on total of 225 tv stations and 500 radio stations in U. S. Gillette's agency is Maxon Inc., Detroit, and Chrysler's is Leo Burnett, Chicago.

Public affairs shows pressure-free — — Kintner

News and public affairs coverage enjoys unsurpassed freedom of inquiry and expression in American journalism, Robert E. Kintner, NBC president, said in speech prepared for delivery to college conference at Middlebury, Vt.

Noting tv is criticized as being "sponsor-dominated," Mr. Kintner asserted networks have hit hard and "forthright" with documentaries "without pressure, protest or interference from advertisers who continue to sponsor these efforts in greater numbers." And, he said, news-public information shows have greater audiences and more advertisers and more of them are set for peak viewing hours.

CBS-TV sets Benny salute

CBS-TV will present *Carnegie Hall Salutes Jack Benny* hour-long special honoring Mr. Benny for his many benefit performances, on Sept. 27 (10-11 p.m.). Half sponsorship has been bought by Kitchens of Sara Lee Inc., Chicago, through Cunningham & Walsh, Chicago. Proceeds from program, to be taped in New York April 3, will go to Carnegie Hall Foundation. Performers already signed include Harry Belafonte, Van Cliburn, Isaac Stern and Eugene Ormandy and Philadelphia Orchestra.

Sealtest 'Newhart' deal on NBC is complicated

Sealtest deal for Bob Newhart half-hour on NBC—ordered but not yet signed at all points—emerges as complex one. Sponsor may wind up offering short rides to others, although any sell-offs would be small bits.

Sealtest also splits network, since it does not cover country, and has been sharing *Bat Masterson* on NBC with Hills Bros. Coffee in West. Programming Newhart show next to Kraft Perry Como hour means further saving. Both Kraft and Sealtest are divisions of National Dairy Products Corp. and thereby qualify for "contiguous" rates, standing to save up to 10% per hour. National Dairy agencies are J. Walter Thompson Co. for Kraft and N. W. Ayer & Son for Sealtest. Latter also is Hills Bros. agency.

Orlando ch. 9 case set for rehearing by FCC

FCC rehearing of Orlando, Fla., ch. 9 grant to determine if improper *ex parte* contacts were made will begin in Washington May 22. Date was set Friday (March 24) by FCC Chief Hearing Examiner James D. Cunningham, who will hear case.

This is last of comparative tv cases to be reheard by commission as result of disclosures before House Legislative Oversight Subcommittee. Others in which rehearings are completed and tentative commission decisions made are Boston ch. 5 and Miami chs. 7 and 10.

Orlando grant went to Mid-Florida Tv Corp. (WLOF-TV) over competing WORZ Inc. Both will be parties in new proceedings, along with FCC general counsel. Justice Dept. will be invited to participate as in other cases. Prehearing conference is scheduled April 5, when names of witnesses will be exchanged.

Networks buy Eichmann trial

Within next fortnight—probably this week—all three tv networks can be expected to sign contract with Capital Cities Broadcasting Corp. for flat $50,000 apiece for one-hour-per-day, 17-week, tape coverage of Eichmann trial now slated to start in Jerusalem

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Israel

Larry H. Israel elected president of Television Advertising Representatives Inc., replacing **Donald H. McGannon.** Mr. McGannon, president of Westinghouse Broadcasting Stations and also president of TvAR since its formation in 1959, now becomes chairman of board of representatives. Mr. Israel, formerly general manager of WJZ-TV Baltimore, helped launch station representative firm and has served it as vp and general manager. He previously worked for WDTV (TV), now KDKA-TV Pittsburgh, and WENS (TV), that city, where he was vp and general manager. Newly elected to other offices are **Robert M. McGredy,** named executive vp and **Lamont (Tommy) Thompson,** elected vp, Chicago. Last month, Mr. McGredy, who is national tv sales manager of Westinghouse Broadcasting, joined TvAR as general sales manager, while Mr. Thompson has been manager of rep firm's Chicago office since its inception.

Hendrik Booraem, Jr., vp and broadcast director of Ogilvy, Benson & Mather, N. Y., resigns effective April 1. He is launching private enterprise not yet ready to be announced. Mr. Booraem, former vp and account supervisor of C. J. La Roche & Co., N. Y., joined OBM in September 1957. **John G. Hoagland,** vp and associate broadcast director of Ogilvy, will be acting department head. He is former BBDO vp and account supervisor who moved to OBM in February 1959.

Joseph F. Timlin, executive vp, The Branham Co., N. Y., station representative firm, has resigned. Mr. Timlin, who has been at Branham's New York office for past 15 years, did not disclose his future plans. Though he will remain at radio-tv rep for several weeks, Mr. Timlin's position has been assumed by **Thomas B. Campbell,** vp of company.

William H. Howard, vp, J. Walter Thompson, N. Y., and earlier senior vp, Young & Rubicam, that city, named president of C. J. La Roche & Co., effective April 1. He fills vacancy created by death last fall of James D. Webb. Chester J. La Roche, continues as board chairman. Before entering agency business, Mr. Howard had been executive vp of R. H. Macy & Co., retail sales and advertising manager of Montgomery Ward, and advertising director of Gimbel Bros.

Mr. Wilson

James L. Wilson, director of engineering administration and advance planning since 1958, appointed director of engineering, NBC. Mr. Wilson joined NBC in tv network operations in 1948, became development engineer a year later and in 1950 was made audio-video systems engineer. He has also served NBC as manager, capital budgets, in controller's department.

William E. Rine, Storer Broadcasting Co. executive since 1932, named vp for administration. His duties include supervising company's profit-sharing trust fund and Storer-owned Miami Beach Sun Co. He is being succeeded as vp for radio by **Lionel F. Baxter,** formerly director of radio operations. Both Messrs. Rine and Baxter are Storer directors. Storer stations are WGBS-AM-FM-TV Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KPOP Los Angeles; WWVA-AM-FM Wheeling, W. Va.; WIBG-AM-FM Philadelphia; WITI-TV Milwaukee.

For other personnel changes of the week see FATES & FORTUNES

April 11. Price was scaled down from Capital Cities' original asking price of approximately $385,000 from each network. Capital Cities has exclusive film and tape rights to trial.

FBI checking tv program

Justice Department has ordered FBI investigation of WBAL-TV Baltimore program in which members of Baltimore jury re-enacted their deliberations in murder trial (also see story, page 80). Investigation was ordered to determine whether telecast violated federal laws covering obstruction of justice. Hour-long video taped show was presented by WBAL-TV last Wednesday night.

Antitrust consideration

FCC was told Friday it must take into account consent decrees and *nolo contendre* pleas in antitrust cases in judging applicants for new stations or renewals. Word was given to appeals court by Justice Dept. in Philco vs. NBC's WRCV-TV renewal in Philadelphia.

CBS-TV Sports appoints Dolph, others in changes

CBS-TV Sports announced seven departmental staff changes Friday (March 24), including appointment of Jack Dolph to succeed William C. MacPhail as director of sports department. Mr. MacPhail was named vice president of CBS-TV Sports in January.

Other sports staff appointments: Don Hamilton, director of business affairs; Jack Purves, sports sales coordinator, Bob Dailey, producer-director; Tony Verna, director; John Pokorski, producer, and Chet Forte, sports coordinator.

ABC adds editors, writers

ABC News, implementing its avowed policy of expanded coverage, has assigned two news editors and seven news writers to its tv and radio newsrooms in New York. Sidney Darion and Walter Porges have been appointed news editors in ABC-TV and ABC Radio newsrooms, respectively, while news writers Paul W. Greenberg, Benjamin B. Lacy Jr., Paul Good, Robert W. Sharp, Charles N. Klensch, Lawrence C. Murphy, and another yet to be named join the network's news staff immediately.

N. Y. committee coverage

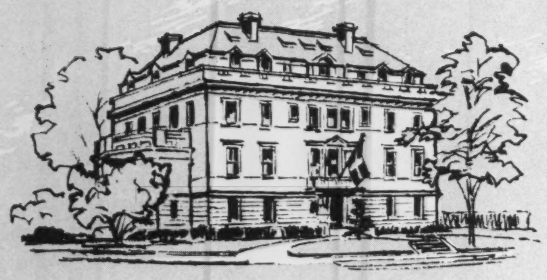
Bill to permit radio-tv coverage of joint legislative committee hearings has passed New York legislature, clearing Senate near adjournment deadline March 24; it awaits governor's signature.

Assemblyman Bruce Manley's bill to require detailed explanation of radio-tv ratings (see page 32) was not expected to reach assembly floor for debate until late night closing hours of legislature Friday. Meanwhile, assembly killed measure to require licensing of all tv repairmen.

KCIJ joins CBS Radio

KCIJ Shreveport, La., joins CBS Radio as primary affiliate April 17, network announced last week. Station is daytimer on 1050 kc with 250 w, operated by Southwest Broadcasters Inc.

ARE YOUR SALESMEN GREEN WITH ENVY BECAUSE THEY DON'T HAVE THE UPI NEWS PACKAGE TO SELL ?



The Embassy of Greece

Mrs. George Denby, daughter of His Excellency, the Ambassador of Greece to the United States, photographed at the Embassy of Greece in Washington, D. C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.

Photograph by Fred Maroon

WTOP-TV 9
WASHINGTON, D. C.

REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division

WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.

WHO is at work on a satellite system for global telephone and TV transmission?

WHO provides the communications channels for America's missile defenses?

WHO is girdling the globe with communications for America's first man into space?

WHO tapped the sun for electric power by inventing the Solar Battery?

WHO used the moon for two-way conversations across the country?

who?

WHO guided Tiros and Echo into accurate orbit?

WHO made your pocket radio possible by inventing the Transistor?

WHO maintains the world's largest, finest industrial research facilities?

WHO supplies the most and the best telephone service in the world?

WHO has the UNIVERSAL communications organization?

THERE'S ONLY ONE ANSWER TO ALL TEN QUESTIONS

BELL TELEPHONE SYSTEM

Pioneering in outer space to improve communications on earth

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

March 28—**American Marketing Assn.,** New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

•March 28—**American Women in Radio & Television,** Omaha chapter, meeting. Speaker: Frank Fogarty, president Radio Advertising Bureau, Omaha.

•March 30—Deadline for producers' entries of best programs in **Emmy** awards competition. For information write: Academy of Television Arts & Sciences, 200 Central Park South, New York 19.

March 30—**Academy of Television Arts & Sciences,** Los Angeles chapter, meeting. CBS Tv City, Los Angeles.

March 31—**Deadline for entries in American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 2-7—**Inside Advertising Week.**

April 3—Comments due on **FCC** proposal to revamp program report forms in applications.

•April 5—**Academy of Television Arts & Sciences,** Chicago chapter, luncheon. James Hagerty, ABC news vp, guest speaker. Hotel Knickerbocker, Chicago.

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

•April 11—**Business Council for International Understanding,** session group dinner, Fairfax Hotel, Washington, D. C. Ralf Brent, president of WRUL New York, is speaker.

April 11-12 — **Illinois Broadcasters Assn.,** spring meeting. St. Nicholas Hotel, Springfield.

•April 13-14—**New York State Educational Radio & Television Assn., and Eastern Education Network,** combined conference. Tom Sawyer Motor Inn., Albany, N. Y.

•April 13-14—**Atlanta Ad Institute,** sponsored by Atlanta Advertising Club. Speakers include Max Freedman, *Manchester Guardian* Washington correspondent; John D. Yeck, Yeck & Yeck, Dayton, Ohio, and John G. Mapes, Hill & Knowlton, New York. Dinkler Plaza Hotel, Atlanta, Ga.

April 14 — **Mississippi UPI Broadcasters Assn.,** annual meeting. Buena Vista Hotel, Biloxi.

April 14—**Veterans Hospital Radio & Television Guild,** anniversary ball. Essex House, New York.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

•April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Speakers include John F. Meagher, radio vp, NAB and Ernest B. Cummings, Cummings Adv. Co., Memphis. Buena Vista Hotel, Biloxi.

April 16-19—**Assn. of National Advertisers,** spring meeting. Sheraton Park Hotel, Washington, D. C.

•April 17—**Institute on Musical Copyright Law in the Music Industry,** Vanderbilt U., Nashville, Tenn., under sponsorship of Tennessee Bar Assn., Nashville Bar Assn., Nashville Symphony Assn., Country Music Assn., and Tennessee Assn. of Broadcasters.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn** Waldorf-Astoria Hotel, New York City.

•April 18—**Radio & Television Executives Society,** Peabody Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

•April 19-22—**1961 American Film Festival,** sponsored by Educational Film Library Assn. at Barbizon-Plaza Hotel, New York City.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters,** Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 22—**Intercollegiate Broadcasting System,** national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

•April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences** Emmy awards competition.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.,** New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Con-

RAB SALES CLINICS

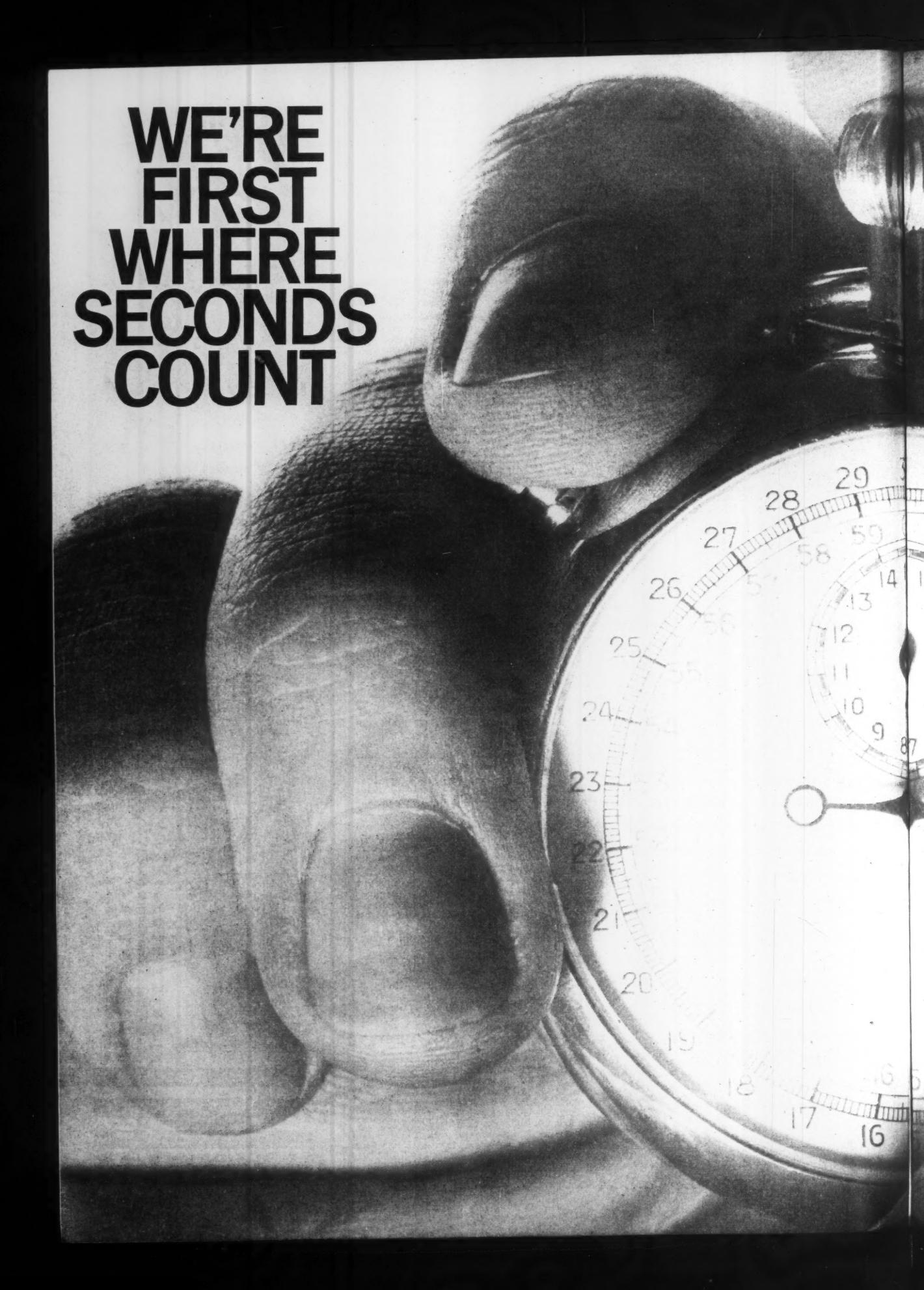
April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.

There's a way to buy 4 TV markets with one purchase, one film, one billing! AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE • SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

west texas television network

W. D. "Dub" Rogers, President and Gen. Mgr.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SECONDS
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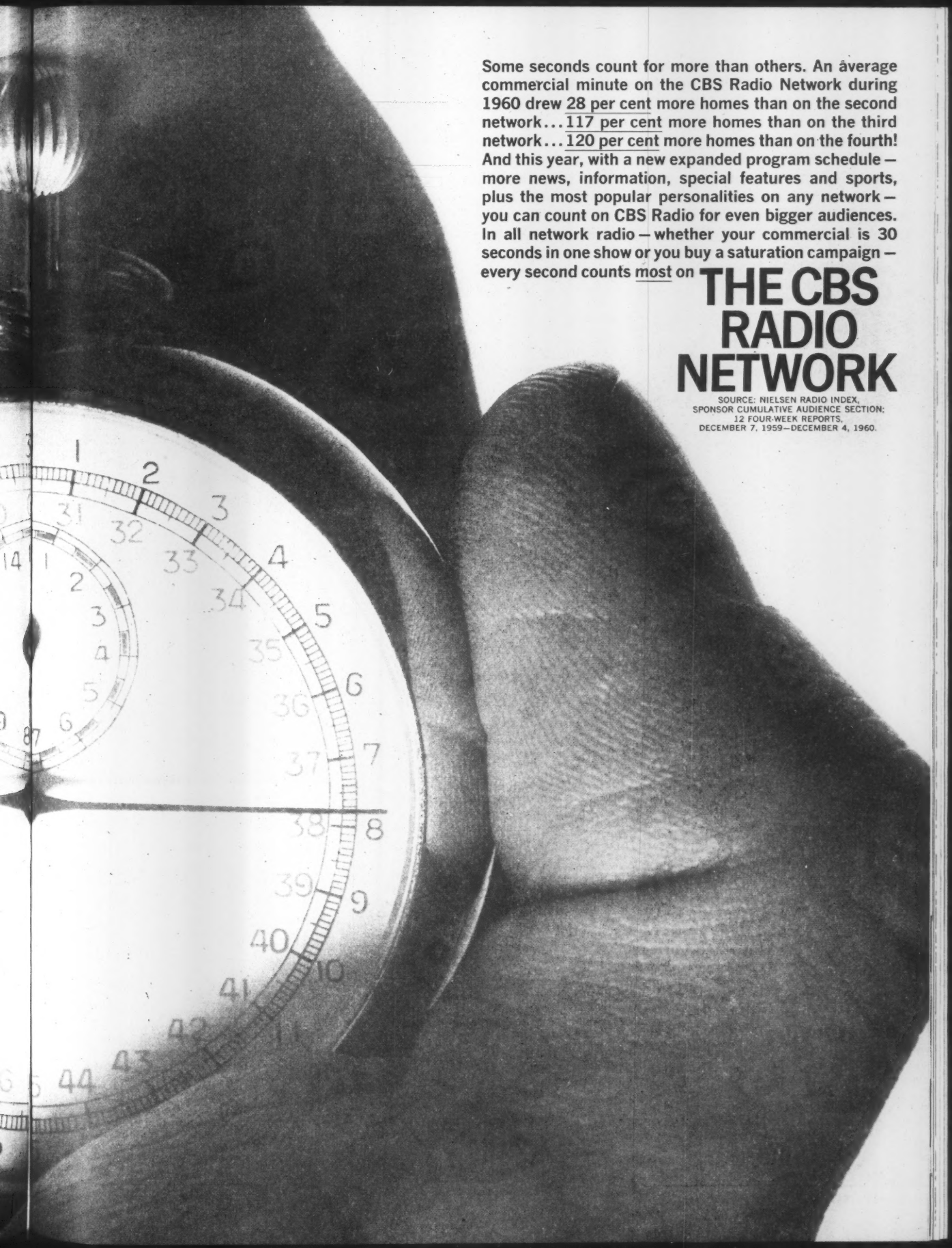

Some seconds count for more than others. An average commercial minute on the CBS Radio Network during 1960 drew 28 per cent more homes than on the second network... 117 per cent more homes than on the third network... 120 per cent more homes than on the fourth! And this year, with a new expanded program schedule — more news, information, special features and sports, plus the most popular personalities on any network — you can count on CBS Radio for even bigger audiences. In all network radio — whether your commercial is 30 seconds in one show or you buy a saturation campaign — every second counts most on

THE CBS RADIO NETWORK

SOURCE: NIELSEN RADIO INDEX, SPONSOR CUMULATIVE AUDIENCE SECTION; 12 FOUR-WEEK REPORTS, DECEMBER 7, 1959—DECEMBER 4, 1960.

HEALTHIER SALES

FOR YOUR RADIO STATION WITH AMERICA'S ONLY INTERNATIONAL HEALTH PROGRAM & PERSONALITY!
CARLTON FREDERICKS'
LIVING SHOULD BE FUN

Five 25-minute shows per week, offered exclusively on a one-station-per-market basis, with firm commitment from national advertiser to buy the Carlton Fredericks Show immediately on YOUR station.

America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Top National Advertisers BUY Carlton Fredericks' LIVING SHOULD BE FUN

Anbesol Antiseptic
Alcoa Wrap
Atlas Juicemaster
Benson's Prune Malt
Bovril
Buitoni Products
Eclipse Mattress
Fels & Co.
Mountain Valley Water
A. J. Parker Co.
Real Lemon
Vademecum Tooth Paste
Vegamato
West Pine CN Plus

Top Radio Stations SELL Carlton Fredericks' LIVING SHOULD BE FUN

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WBOF Norfolk, Va.
WKYW Louisville, Ky.
WNAC Boston, Mass.
WWL New Orleans, La.
KLZ Denver, Colo.
WTJS Jackson, Tenn.
KABC Los Angeles, Calif.
WJAN Ishpeming, Mich.
WPAZ Pottstown, Pa.
WVDH Gainesville, Fla.
WIOS Tawas City, Mich.
WGAC Augusta, Ga.
KQAQ Austin, Minn.
WTUX Wilmington, Del.
WFMD Frederick, Md.
WLAK Lakeland, Fla.
KGB San Diego, Calif.
WDEF Chattanooga, Tenn.
WDXR Paducah, Ky.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
WJOY Burlington, Vt.
KXYZ Houston, Tex.
WFLA Tampa, Fla.
WJMX Florence, S. Car.
WSOR Windsor, Conn.
WAQE Baltimore, Md.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WRSA Saratoga Springs, N. Y.
WWOL Buffalo, N. Y.
WSET Glens Falls, N. Y.
WMUZ Detroit, Mich.
WRUL World-Wide Bd'csting

For complete information and audition tapes, write, wire or 'phone:

CF PRODUCTIONS, INC.
One Park Ave., N. Y. 16, N. Y. • MU 5-8757

ference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

*April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

*April 28—**UPI Broadcasters of Massachusetts,** spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29 — **Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4 — **Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn., Silver Nail Timebuyer of the Year Award** luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. **Hotel Shelburne,** Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Shelter Island Inn, San Diego, Calif.

May 4-7 — **American Women in Radio & Television,** national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 7-10—**NAB** annual convention. **Sheraton Park and Shoreham Hotels, Washington.**

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. **King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."**

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

*May 12—**Connecticut Broadcasters Assn.,** annual meeting. The Waverly Inn, Cheshire.

*May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — **Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

*May 13—New York area **Emmy** awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—International Festival of Television Arts & Sciences. Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

*May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—National Symposium on Global Communications, Institute of Radio Engineers. Hotel Sherman, Chicago.

May 25 — **Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 27-31 — **Advertising Federation of America,** annual convention. Statler Hilton Hotel, Washington, D. C.

JUNE

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

*June 5-16—**International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

*June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-15—**World Conference on Missionary Radio,** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

*June 14-15—**Institute of Radio Engineers,** conference. Hotel Sheraton, Philadelphia.

*June 14-16—**Virginia Assn. of Broadcasters,** annual meeting. Hotel Roanoke, Roanoke.

*June 15-17—**Florida Assn. of Broadcasters,** annual convention. Seville Hotel, Miami Beach.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

IN RADIO IT'S THE...

SALES CLIMATE THAT COUNTS!

WPEN

MATURE, ESTABLISHED PERSONALITIES

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EXCLUSIVE HELICOPTER TRAFFIC REPORTS

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FIGHTING EDITORIALS

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ADULT MUSIC

Certainly, we have respectable ratings to talk about — but so do many other stations. WPEN has a big plus that is shared by few other stations — the ideal selling climate. The WPEN advertising atmosphere is the product of responsible management who provides established selling personalities . . outstanding program features . . . and non-frantic music. Result: the best sound on WPEN is your commercial.

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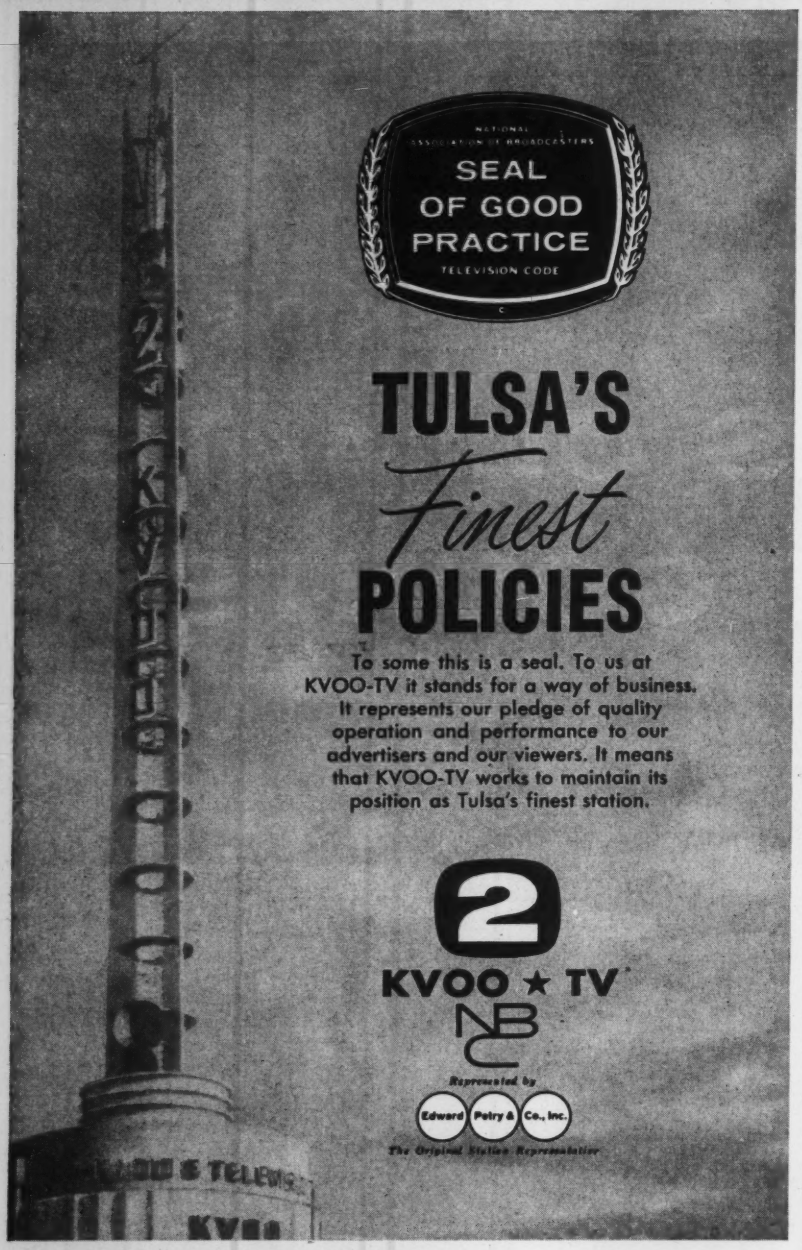
THE STATION OF THE STARS

CALL GILL-PERNA

WPEN

OUR BEST SOUND IS A RINGING CASH REGISTER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OF GOOD
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TULSA'S
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POLICIES
To some this is a seal. To us at KVOO-TV it stands for a way of business. It represents our pledge of quality operation and performance to our advertisers and our viewers. It means that KVOO-TV works to maintain its position as Tulsa's finest station.
2
KVOO ★ TV
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The Original Station Representative

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

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☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*
company name
address
city zone state
Send to home address — —

* Occupation Required

OPEN MIKE ®

The real owners

EDITOR: I would appreciate it if you would correct any erroneous impressions that may have been created . . . [by two stories] regarding the sale of WRAW Inc. (CHANGING HANDS, March 20, Feb. 6).

In each instance you stated . . . that WRAW Inc. was sold by Robert S. Reider and associates to William F. Rust Jr. and Ralph Gottlieb.

My capacity at WRAW is that of president and general manager. I have never been a stockholder, had any financial interest whatsoever or been a member of the board of directors. . . . The following gentlemen owned and sold WRAW to Messrs. Rust and Gottlieb: Charlest T. Weiland, chairman of the board, vice president, stockholder, director; Perrin C. Hamilton, secretary, stockholder, director; William L. Cremers Jr., treasurer, stockholder, director; Hugh Hamilton, stockholder, director; John Cremers, stockholder, director. . . . — *Robert S. Reider, President & General Manager, WRAW Reading, Pa.*

Which is tops?

EDITOR: Why not ask Joe Castor which is tops in his fm group (MONDAY MEMO, March 13)? Send 250 reprints please.—*Bob Adams, President, KUTE (FM) Glendale, Calif.*

Faithful

EDITOR: . . . We are among the most faithful readers of BROADCASTING and earnestly feel that you are doing a magnificent job in covering the entire industry. . . . —*Eugene R. Bertermann, President, National Religious Broadcasters Inc., St. Louis.*

The fm story

EDITOR: Your article on fm was truly outstanding. Would you please send us 25 reprints?—*John L. Harris Jr., Station Manager, WPEX-FM Pensacola, Florida.*

EDITOR: Please ship us 100 reprints. . . . Congratulations on another fine article. —*E. Z. Jones, General Manager, WBBB-FM Burlington, N. C.*

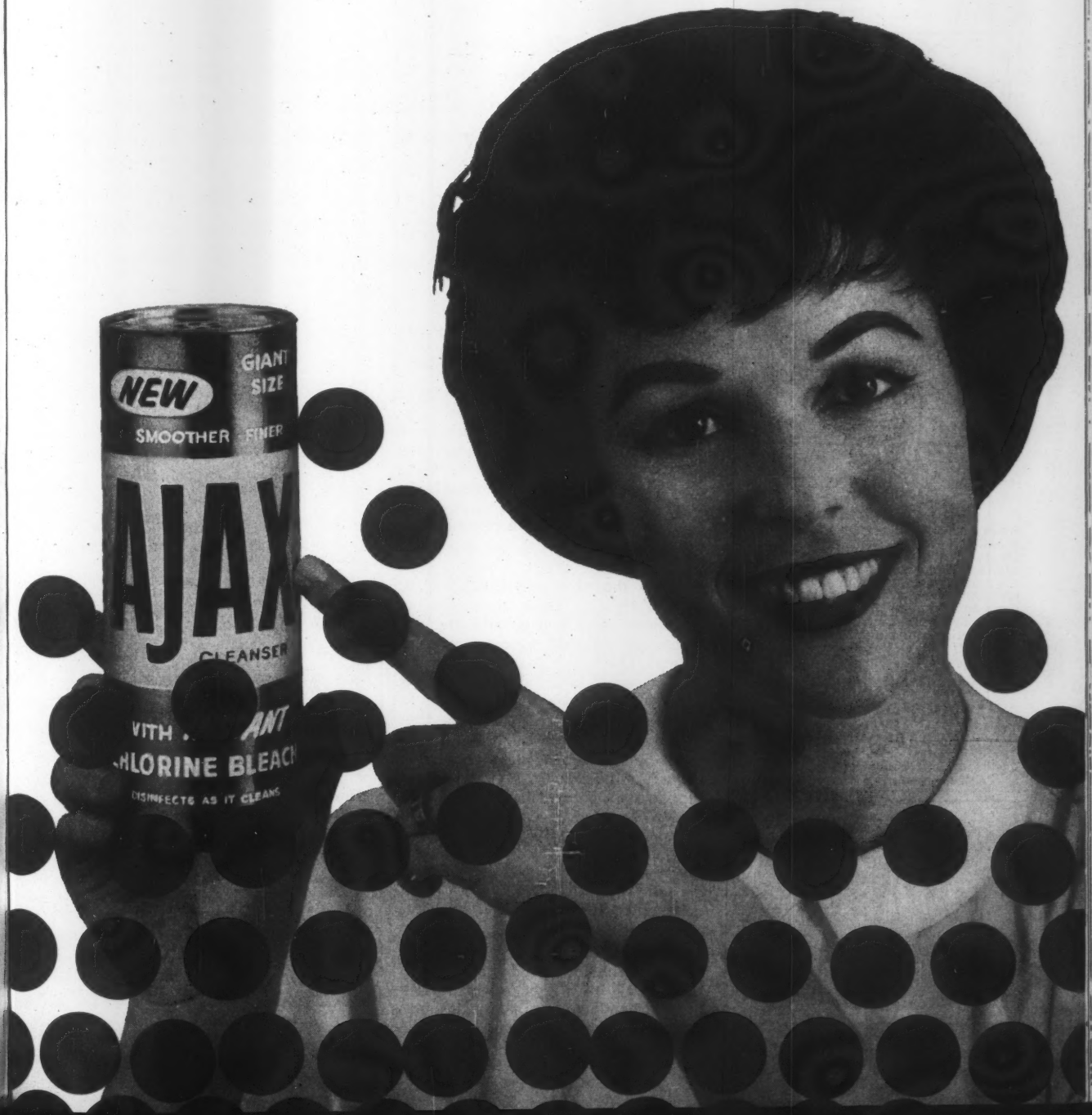
EDITOR: . . . Please forward 25 copies. . . . —*Warren J. Deacon, Program Director, KFIL-FM Santa Ana, Calif.*

EDITOR: Please send me 50 reprints. . . . —*Ted L. Daniel, Director of Television, Radio & Audio-Visuals, Synod of North Carolina, Presbyterian Church in the U. S., Raleigh, N. C.*

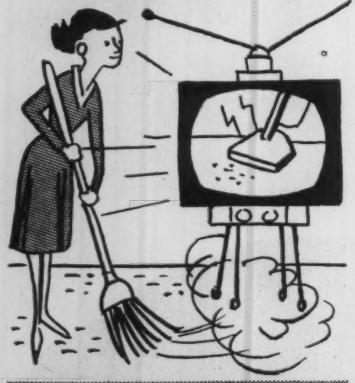
EDITOR: Please send 20 copies. . . . Also, please consider this my subscription re-

The Nation's leading advertisers (like Colgate) are sold on SPOT . . . The only market-by-market mass medium with no waste circulation . . . The medium that lets you match your advertising effort to your sales potential . . . Bess Myerson sells the housewife at carefully selected times and . . . COLGATE'S AJAX continues to bubble up increased sales . . . Your H-R man will sell you now on SPOT . . .

H-R *Television, Inc.*
Representatives



What they see on
WJAC-TV



THEY BUY!

When you advertise your product on WJAC-TV, you can be sure people see it . . . and they'll buy it, too! Both ARB and Nielsen show WJAC-TV to be the number one station in the Johnstown-Altoona market, but statistics don't buy products . . . people do! WJAC-TV clients know that WJAC-TV gets action, turning viewers into buyers. If you're after people . . . purchasing people . . . pick WJAC-TV!

For Complete Details, Contact:
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Atlanta Los Angeles San Francisco

quest for BROADCASTING to begin with the next issue.—*Roy A. Elsner, General Manager, KQIP-FM Odessa, Tex.*

EDITOR: Please accept this as confirmation of our order of 500 prints. . . .—*S. K. Evans, Manager, WFBM-FM Indianapolis.*

EDITOR: Please send 50 reprints.—*Thomas H. Ruben, General Manager, WLOL-FM Minneapolis.*

EDITOR: I would appreciate your sending us 5 reprints. . . .—*Harold Heminger, Vice President, WFLM (FM) Fort Lauderdale, Fla.*

EDITOR: Please send 50 reprints. . . . —*W. D. Bringier, Station Manager, WTUL Radio, Tulane University, New Orleans.*

EDITOR: Please send me 100 reprints. . . . —*Edgar B. Younger Jr., Houston.*

EDITOR: Kindly send me 10 reprints . . . —*Emerson Russell, General Manager, KFUO-AM-FM Clayton (St. Louis), Mo.*

[Fm reprints are available for 15 cents each. On orders over 500 they are 10 cents each—THE EDITORS]

BOOK NOTES

Crusade for Democracy, by V. M. Newton Jr., Iowa State U. Press, 316 pages; $3.95.

V. M. (Red) Newton Jr., managing editor of the *Tampa Tribune*, is happy when politicians and businessmen sneeringly refer to him as a "crusader." He persists in crusading despite harassing phone calls and threats from gangsters, politicians and businessmen and despite nasty letters and ad cancellations.

He outlines crusades his paper has waged from the affairs of local government to the persistent battle for the public's right to know about the machinations of federal government. His swings at political figures are hard-hitting. The book's pages are sprinkled with rascals in both parties. (Mr. Newton has a newspaperman's distrust for politicians in general, which he thoroughly explains).

An interesting sidelight for broadcasters: Much of the book deals with Florida state politics, including the tenure of Gov. LeRoy Collins, now NAB president. Mr. Newton gives Mr. Collins some credit for honesty and a progressive outlook and for investigating untoward conditions dug up by the newspaper.

Mr. Newton holds the now-rare idea that newspapers should look into the way government spends the people's tax money instead of relying on the flood of handouts from politicians' press agents and public relations advisors.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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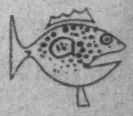
OCEANS OF RAVES FOR "Diver Dan"

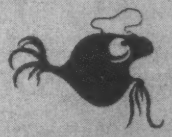
"Edwards Shoes (Sponsor) excited about DIVER DAN. After only three programs, WCAU-TV and client impressed. This show a winner."
Al Fingerman,
Ernest William Greenfield, Inc.

Killer Squid

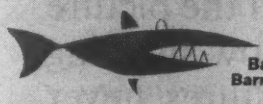
"DIVER DAN at 4:30-5:15 P.M. . . . (period) . . . number one in ratings." Bob Guy, Program Director, WWL-TV, New Orleans


Skipper Kipper

"Kids will be fascinated by the underwater movement. The action has an hypnotic effect that makes you follow the characters. Kids will love it . . . We have always been ahead of the trend. DIVER DAN's gonna be big! It will be a winner!"
George W. Cyr, Program Manager,
WGR-TV, Buffalo


Finley Haddock

"Just a note to let you know that I have heard from Ernie Greup at WTVD about DIVER DAN. He says: ". . . Their (ITC's) product is a great one. Our children viewers scream for DIVER DAN to come back."
Donald A. Pels, Controller,
Capital Cities Broadcasting


Baron Barracuda

"The new concept inherent in the DIVER DAN series is very exciting . . . A great success!"
Warren Wright, Program Manager,
WFBM-TV, Indianapolis

Delightful . . . different . . . completely flexible . . . Exploits of the fearless explorer, Diver Dan . . . the beautiful mermaid . . . and the wonderful puppet-fish . . . all part of this underwater live-and-puppet adventure in color and black-and-white. Can be shown as you see fit. One adventure flows into another for a half-hour, a 15-minute series, or include 7-minutes of DIVER DAN in your own local program.

"Diver Dan"

THE THRILLING ACTION ADVENTURES OF DIVER DAN AND HIS UNDERSEA FRIENDS

Already sold: New York, Chicago, Philadelphia, Indianapolis, Buffalo, Cincinnati, New Orleans, Seattle, St. Louis, Detroit and other top markets. Key stations KTVI-TV, WKRC-TV, WGR-TV, WWJ-TV, KKTV-TV, WCAU-TV, WFBM-TV, KOMO-TV, WGN-TV, WFRV-TV, WNEW-TV, WJAC-TV, WREX-TV, WTVD-TV, etc., etc. For TV's newest *color*-ful entertainment-success for the whole family, phone or wire today.

I T C

INDEPENDENT TELEVISION CORPORATION
488 Madison Avenue • New York 22, N.Y. • PLaza 5-2100
100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

Ten million viewers a week! Watching 33 million hours a week! That's the audience picture on THE LATE SHOW in just five markets ... those served by the five CBS Owned stations. And the picture gets better all the time. Because THE LATE SHOW is now showing more great movie hits of the '50's ... star-studded features, never

SOURCE: Unduplicated audience, latest available N

before shown on television, from a prize package of more than 250 Columbia pictures (including "The Caine Mutiny," "Knock On Any Door," "The Long Gray Line," "The Marrying Kind"). All this added to film libraries which already attract the largest movie audiences in each market. **CBS TELEVISION STATIONS**

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angel
WCAU-TV Philadelphia, KMOX-TV St. Louis (all represented by CBS Television Spot Sales).

MONDAY MEMO

from THOMAS B. ADAMS, president, Campbell-Ewald Co., Detroit

Your daughter marry an advertising man?

There is nothing wrong with the advertising business that more good, honest, productive advertising can't cure.

Our problem is to make advertising more useful, more interesting, more believable and more helpful to the consumer, rather than to try to make the consumer think more highly of us as individuals or as a business. If we do these things, then we will deserve to be well regarded and we and advertising will be well respected.

By definition there appears to be two kinds of advertising men that the public is aware of. The first is the "good" advertising man. Let's say he's a guy that uses his creative talent and resourcefulness to promote products that people will want, can use and can afford.

By contrast, the bad guy or "huckster" is a low type who tries to sell people things they don't want, can't use and can't afford. This kind of operation is believed to require very little creative talent and resourcefulness—just no conscience.

Time the Key ▪ The trouble with these definitions is that they don't cover a factor that sometimes makes it hard for the public—and for us—to decide whether the promotions some advertising men are involved in fit the huckster class or not. This factor is timing.

Consider: on the basis of our definition of "want," "need" and "afford," the advertising man who 50 years ago tried to promote the vision of a garage for every family and a car in every garage. Was he not labeled a huckster instead of a pioneer? This man was undoubtedly considered a bad risk for anyone's daughter—a man of questionable motives.

Today, in spite of having acknowledged our national tendency to underestimate U. S. consumer capacity, some of the public, particularly in educated circles where they should know better, are still goofing. You'll hear them cry "huckster" as we press on for a plane for every family, a power cruiser for every cottage, a luxury trailer for every vacation driver, winter and summer houses for every wage earner and both masculine and feminine type cars with color tv in the rear seat.

Guilty Feeling ▪ But the really sad part of this situation is that too many of us in advertising might feel guilty about, instead of proud of, the work we will be doing in the years ahead. I'm not saying that we believe it consciously, but I am suggesting that every American generation—including ours—is keyed to the economic era of his youth. An era that, by the time our youth is spent and we enter the market place as buyers and sellers, is outmoded.

Our country provides a standard of living that is the envy of the world, but it is the only country that I know of which seems to feel that earning and spending power are somehow immoral.

I think creative people in advertising—and I don't mean just those in copy and art—can help to resolve this conflict. They will have to. Because I think the next step in our marketing thinking should be toward applying our creativity and resourcefulness to the problems of removing price barriers that stand between the American consumer and better quality products.

Advertising has helped pioneer the idea of quantity—more products for everybody. Now we must move on to the quality stage—better products for more people.

If we think in terms of wage hours rather than wage dollars, it will be easy to overcome our inhibitions about price. For instance, in 1930 an electrically equipped kitchen, including electric washing machine, cost over 1,100 average wage hours. Today, the same amount of equipment, vastly improved, costs only 350 wage hours.

Jump Ahead ▪ Actually, in certain areas the consumer has become quality conscious beyond any of our fondest dreams: where the product class itself is a quality symbol, like mink, and where product brand has achieved the reputation of quality. Today there is virtually no product category offered for sale to the general public in which the lowest-priced brand is the leading seller.

Obviously the next question is whether we in advertising can afford to have the quality-conscious consumer set the pace for what is supposed to be our specialty—creativity? Let's face it, today we could almost say that creativity begins at home, with the consumer who is shedding his distrust of being able to acquire the things he wants. He's very imaginative and original in the products he dreams of owning and often quite resourceful in figuring out ways of getting them, if we aren't fast enough to provide a way.

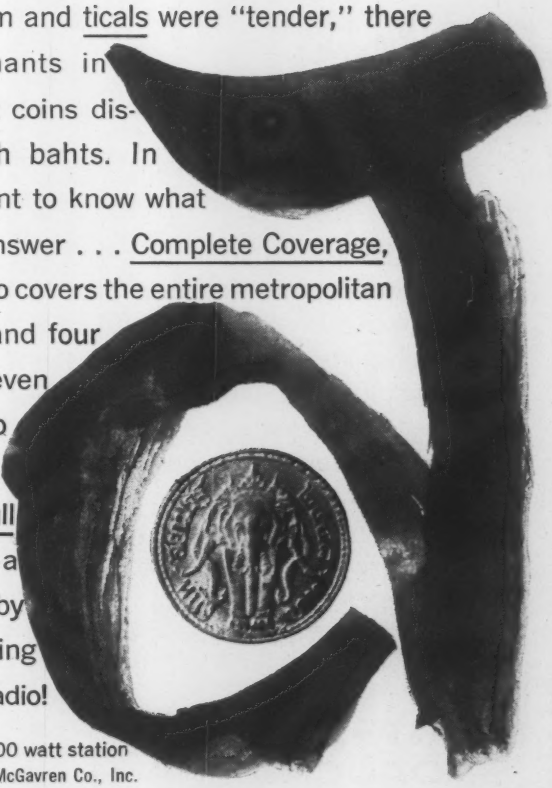
We've got to be more creative than our customers because it may not be a choice among American brands—it could be a choice of foreign *versus* American brands. If we are not creative enough to provide him not only with the quality he wants, but also with an easy means by which he can come to own it, he'll find another way to spend his money.

Winning Formula ▪ I'd almost rather use the term "resourceful" than "creative." The latter term is so often misused. But creativity is the domain of no one department of an agency. The greater need is to broaden every agency individual's creative horizon. Our resourcefulness in action at every level will determine our reputation with the public, our status in business and whether or not government becomes a "not so silent" partner in our affairs.

If we in agency management properly shoulder our responsibilities to the agency business, our *product* will paint our image and the daughters of America can marry us with full confidence in our integrity, purpose and productivity.

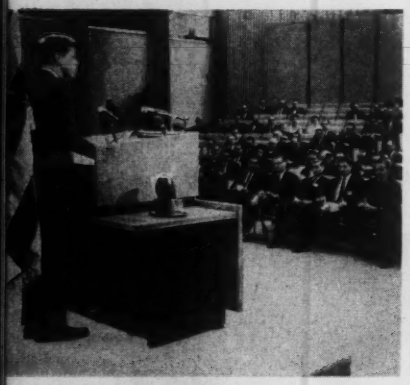
Thomas B. Adams has been with Campbell-Ewald from the start of his advertising career 15 years ago upon his release from the Navy where he won several decorations as a carrier pilot. He began as a radio writer and contact man, later was account executive on metropolitan Chevrolet dealer accounts and on used car and truck advertising. He was named vice president and assistant to the president in 1955 and his duties were expanded. He became president in February 1958.

WHAT WILL A BAHT BUY? When Thailand was Siam and ticals were "tender," there were thousands of these three-headed elephants in Bangkok. But as times changed, these elephant coins disappeared and Bangkokians began buying with bahts. In Thailand, the natives can tell you, but, if you want to know what a baht buys in Baltimore, WBAL-Radio has the answer . . . Complete Coverage, that Thailand umbrellas can't provide—WBAL-Radio covers the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states . . . A Trunk Full of Listeners that even a herd of elephants couldn't produce—WBAL-Radio is DOMINANT in the market, providing more unduplicated coverage than any other station . . . Full Range Programming and Music for Mature Minds—a distinctive combination that's hard to match even by Siamese standards. If you want to keep your sales riding high, bring your bahts to Baltimore —and buy WBAL-Radio!



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.

Enter JFK (ecu)...



Extreme close-up. And no ordinary close-up. A face-to-forelock view of the new 35th President—and much more. An historical perspective on his every word, every move. A human look at all that went into making them.

Whether at JFK's live press conference or in his living room, this is the kind of Kennedy that TIME-LIFE Broadcast brings its audience. No less than a wholly unique kind of broadcast news coverage.

In Washington, Time Inc.'s specialized correspondents report the news in a depth no conventional coverage can match. Out of close personal contacts and off-the-cuff meetings come not just what happens on stage but what goes on in the wings, what went before and what might happen next. Then TIME-LIFE Broadcast processes and edits these correspondents' stories especially for broadcast—and exclusively for Time Inc.'s own stations.

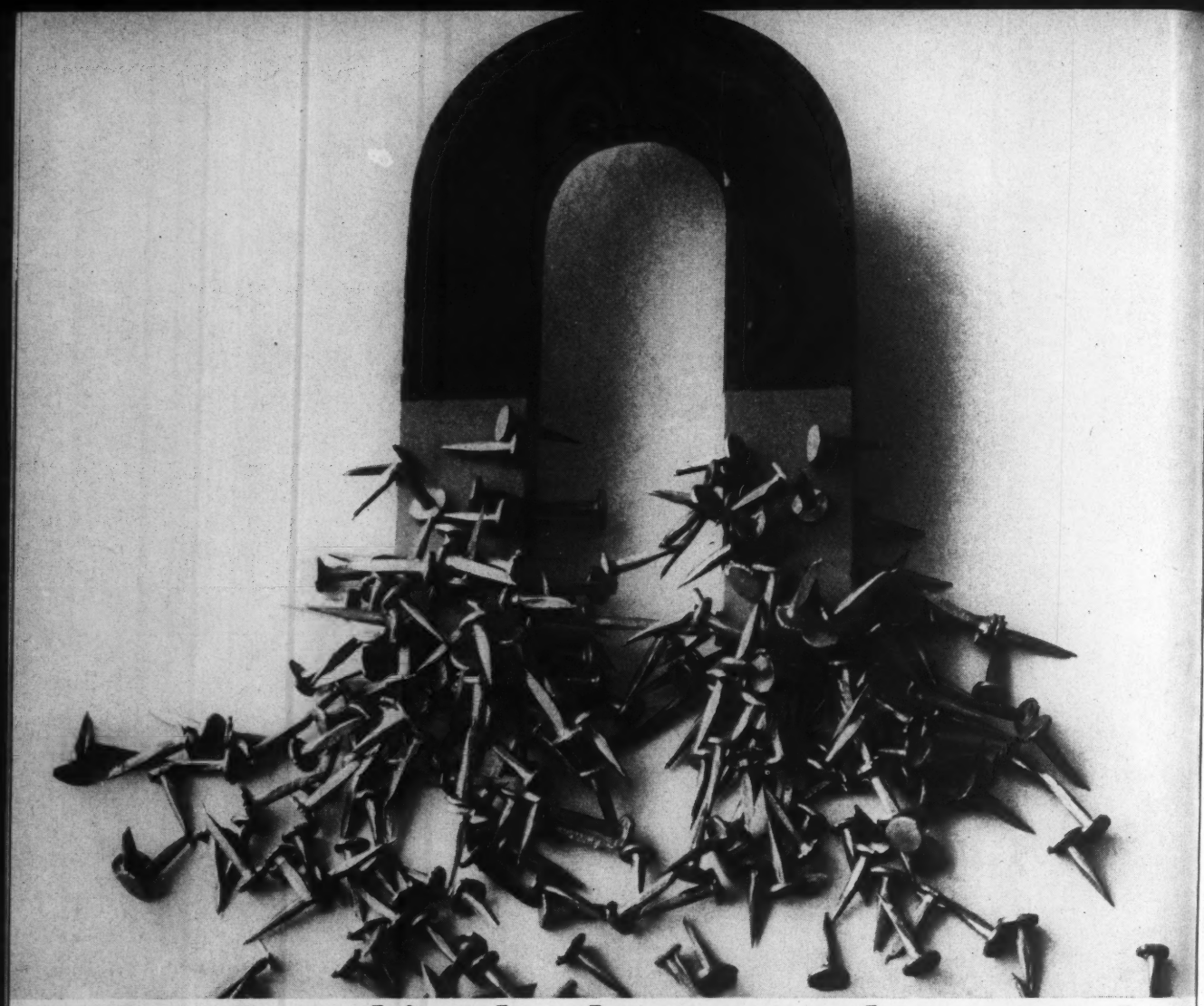
Extreme close-up, certainly. Or saying it another way, a very close bond between broadcaster and his audience.

For a close-up of the new Washington, ask for your copy of TIME's "First Report from the 87th Congress." Just make your request in writing to TIME-LIFE Broadcast, New York 20, New York.

TIME-LIFE BROADCAST

KLZ-TV-AM Denver • WFBM-TV-AM-FM Indianapolis

WOOD-TV-AM Grand Rapids • WTCN-TV-AM Minneapolis



there is nothing harder to stop than a trend

Network television-watching is up . . . to the tune-in of 1,190,000 more homes.

Being a communications art, very much in the public eye, television attracts constant critical fire.

Certainly the targets are most inviting: less entertainment—or more "good" entertainment? What *is* the public interest? Equal time for whom, what and when? Etc.

Most recently, it's being said that such questions are academic, since television has reached its audience peak and is starting down the other side.

Well sir, *that* one we can nail. And *our* critical authority is none other than Joe Viewer. By the mere act of turning on (or off) his set, by the mere turning of dials, his is the last word.

Today's dial-counting figures say he likes us more than ever. He's watching evening network programs now in 27,906,000 homes per average minute.* That's an upward trend of 1,190,000 over his 1960 liking.

We would think that this isn't because he's suddenly found himself with more time on his hands these evenings. But because these evenings in television are becoming more and more rewarding for him.

Obviously, we're pleased. The more so (and understandably) because the figures go on to say that *ABC's increase comes to 73% of the total increase.*

This is not unexpected. In competitive markets where the viewer has a choice of all 3 networks, he consistently chooses ABC. Every Nielsen† this year (10 in a row now) says so.

A closing thought (for the dial-counting advertiser): nothing is harder to stop than a trend. Nothing more profitable to go with.

ABC Television Network

*Source: National Nielsen TV Report, 2 weeks ending Feb. 19, 1961 vs. similar period in 1960. Average Audience, Sunday, 6:30-11 PM, Mon. through Sat., 7:30-11 PM.

†Source: Nielsen 24-Market TV Report, 10 weeks ending March 5, 1961. Average Audience, Sunday, 6:30-11 PM, Monday-Saturday, 7:30-11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 27, 1961 Vol. 60 No. 13

RATINGS METHODS STUDY URGED

■ Harris committee finds little to fault in measurements

■ Agency spokesman thinks study office might be helpful

The television industry was urged last week to set up an Office of Research Methodology to implement a study of how the broadcast ratings which affect programming are arrived at and used.

This was considered one of the more significant recommendations contained in the report presented to a House subcommittee by the American Statistical Assn's. Technical Committee on Broadcast Ratings.

The report, which may have disappointed those who have denounced rating services as villains of the television industry, was made public Thursday, at a heavily attended and tv-filmed news conference, by Rep. Oren Harris (D-Ark.), chairman of the Regulatory Agencies Subcommittee. The old Oversight Subcommittee, which Rep. Harris also headed, had authorized the report a year ago.

In recommending that the industry establish an Office of Research Methodology, the report said there is now a lack of research on ratings and their uses in broadcasting. The report said the rating services should cooperate with the proposed office, which would conduct its own research or support a study.

A Most Important Question ▪ In releasing the report, Rep. Harris said it was "a highly important document" and dealt with "one of the most important" questions facing the American people. He said it had been prepared independently and that its conclusions were those of its authors without interference by "anyone."

The report was prepared by William G. Madow, of the Stanford Research Institute; Herbert H. Hyman, of Columbia U.; and Raymond J. Jessen, of CEIR Inc. Mr. Madow, who served as chairman of the committee, attended the news conference.

With the study containing 139 pages of fairly technical information, followed by 24 pages of appendices, comment was not readily available. NAB President LeRoy Collins, who has attacked rating services as victimizing the television industry, was among those who asked additional time for study before discussing the report.

An Agency Man Approves ▪ However, a research director of a leading advertising agency in New York endorsed the idea of an Office of Research Methodology. The director, who asked that he not be identified, said "A methodological investigation is fine and should prove useful to agencies. Sometimes we simply do not have the time to evaluate the findings of various research systems fully."

He also said he was happy that the report did not recommend a single industry-wide rating service. He said such a service would "represent an encroachment on private business and would, in practice, restrict clients to a single choice." The report specifically ruled out a recommendation for a single rating service.

At his news conference, Rep. Harris said there was so much information in the report that persons "with preconceived attitudes about ratings will probably find something . . . to bolster their attitudes, whether favorable or unfavorable."

In preparing their report, the authors studied the seven major rating services —American Research Bureau, C. H. Hooper Inc., A. C. Nielsen Co., The Pulse Inc., Sindlinger & Co., Trendex Inc., and Videodex Inc. And on balance, the report said, these services are "doing a reasonably good technical piece of work for the purposes to be served."

However, the report said that audience composition data is probably more poorly estimated than the ratings themselves. Rep. Harris observed this is a

LeRoy Collins, NAB president, renewed his invitation to President Kennedy to address the NAB convention in Washington May 7-10, while spending an hour with the Chief Executive March 22.

Gov. Collins (pictured here on the White House steps with newsmen) said the President indicated he will make every effort to take part in the convention. He added that Mr. Kennedy showed deep interest in broadcasting and programming, emphasizing the importance of the medium in implementing the U.S. role in world affairs. Asked for an opinion on the ratings report (page 31) he asked for time to study it.

Industry eyes N. Y., Oregon ratings bills

While broadcasting executives in New York awaited developments unfolding in Washington in the investigations of rating services, a separate but not wholly unrelated drama was taking place upstate in Albany.

At stake in New York's capital: a so-called "ratings bill," legislation to require a station to explain and document ratings—either on the air or in writing (by publishing)—when it shows a rating publicly.

It was obvious, too, that the Manley bill was considered as more than a diversionary pastime. Dr. Frank Stanton, CBS Inc. president and himself a former researcher of prominence in the broadcast industry, appeared to consider it as a direct threat as he circulated a wire among state legislators outlining CBS opposition to the bill (introduced by assemblyman Bruce Manley).

NAB 'Neutral' ▪ A legislative committee of the New York State Broadcasters Assn., headed by Michael R. Hanna, WHCU Utica, sought a mutually-agreed-upon position for broadcasters and conferred with NAB President LeRoy Collins for the parent organization's position, which was described as "neutral." This was the course set by the state broadcasters.

The bill was slated to be debated on the floor of the assembly last Thursday evening (March 23) as the state legislature headed toward adjournment. Observers thought it unlikely the bill could become law this late in the session.

Anxious Services ▪ Many rating services privately have expressed anxiety over the bill, noting that the stringent restrictions might well hamper the free flow of rating information.

Dr. Stanton's wire was specific in a six-point objection, as follows:

"First, the setting up of a permanent sample by various rating services of results of careful research for purpose of assuring validity of sample. Publication of location of homes in sample would undoubtedly subject such homes to abnormal pressures from outside forces, thereby invalidating the normalcy of response by sample homes.

"Second, we assume purpose of bill is to permit evaluation of rating information by public but information required to be revealed by bill would not afford public opportunity to evaluate validity of services because sampling measurement of listening or viewing audiences involves statistical techniques requiring specialized learning in mathematical probability field.

"Third, bill is grossly discriminatory because similar audience measurement practices are used to influence sale of advertising in newspaper, magazine, billboard and car cards businesses.

"Fourth, rating information is one important factor utilized by broadcasters in programming in line with taste and interests of public.

"Fifth, competition between stations in the same market, between nationwide networks and between programs is touchstone of American broadcasting system. We believe this bill would destroy one of legitimate elements in such competition.

"Sixth, United States Senate Subcommittee has held hearings on rating services and House of Representatives subcommittee is currently studying the technical soundness of rating services and uses made thereof by broadcasters. Any legislation concerning a matter of such importance to any industry in the state of New York deserves far more consideration and study by New York legislators than has occurred to date."

A similar bill to put broadcast rating services under the collar of state law is pending in the Oregon Legislature. House Bill No. 1469 was introduced Feb. 13 and referred to the House committee on commerce and utilities.

It was introduced by three Oregon legislators. Two have connections with Oregon broadcasting: Kessler Cannon has been program director of KBND Bend, Ore., and Carl H. Fisher Jr. is connected with KUGN and KVAL-TV Eugene, KUMA Pendleton, KBZY Salem, and KCBY-TV Coos Bay.

The bill would require all persons or companies measuring the broadcast audience to register within 20 days after completion with the Secretary of State the names and addresses of all those engaged in the survey, a description of the statistical methods used in collecting, analyzing and reporting the interviews, and complete field data obtained from each such interview "or recording."

Failure to comply would be punishable on first offense by a $250 fine and/or 10 days in jail; for subsequent offenses, $500 and/or 10 days in jail.

matter of some concern since this information is a matter of increasing concern to rating users.

Some Sources of Error ▪ A number of sources of error are pointed out in the report. As an example, Dr. Madow said some services cull their samples from telephone directories despite the fact that telephone users are not equally distributed through the country. Similar possible sources of error are found in services using other means of selecting information.

The report points out, however, that such errors are far more significant on the local than on the national level. Errors in a nation-wide sampling tend to cancel each other out, it said.

This is not the case on a local level, where very small samples are taken, leaving little margin for error. The significance of this, as pointed out in the report, is that a survey that gives a local station or regional network an erroneously low rating penalizes it in its efforts to obtain advertising dollars.

Small Stations Suffer ▪ The report observed that rating companies probably could not afford to improve their service to small stations since such service is not, as a rule, profitable now. In this connection, Dr. Madow said that the proposed Office of Research Methodology would be valuable to small stations which cannot afford to do the research he feels is necessary if the service they get is to be improved.

In discussing samples, the report turned aside a common criticism of rating services—that the number of viewers questioned is too small to reflect accurately the tastes of the population in question. The report said it isn't the size of the sample but how well it is designed that counts.

Rep. Harris selected two of the report's recommendations as being especially important. One calls on the rating services to publish and make available sufficiently detailed descriptions of what they do and of the quality of their service. The other would have the services provided adequate information in their pocket pieces on the accuracy of their estimates.

Some parts of the report, Rep. Harris noted, "may become controversial." Other parts may be received critically. But its purpose was to bring to the attention of the public a subject that means so much in its affect on programming, he said. He also said he saw no legislative proposals developing from the report, but he left the door open to further investigation by his regulatory subcommittee.

With the statistical association's report now filed, the rating services and their clients now are awaiting the results of a rating study being made by the FTC. Rep. Harris said there was no connection between the two probes.

You are cordially invited
to join the growing list
of prestige clients
on KTLA---

reaching more homes per quarter hour,
sign-on to sign-off,
than any other
independent television station
*in Los Angeles**

**Dec. 1960, Jan. 1964; ARB and Nielsen*

R.S.V.P.
NATIONALLY: PETERS, GRIFFIN, WOODWARD
SAN FRANCISCO: YUkon 1-1288
LOS ANGELES: HOllywood 9-3181

SUMMER RERUNS: HOT BUY

Network discounts make for lower cpm than Same shows cost in winter, Nielsen reports

No matter what else may be said about television's summer re-runs, on a cost-per-thousand basis they're just as efficient for advertisers as they were when first shown during the winter season.

That generalization sums up the conclusions reached by A. C. Nielsen Co. in a "summer re-run analysis" released last week. The report emphasizes that this finding applies to re-runs as a whole, and that in specific cases the re-runs' cpm may be higher or lower than that of the originals.

The study, which Nielsen said confirms the findings of a similar analysis it made in 1955, covered a total of 634 pairs of matched episodes (re-run audience vs. original audience) of 57 network series on the air in 1959-60.

This showed that the re-runs' share-of-audience rating averaged 4% less than the shares obtained by the original telecasts. However, since summer audiences are smaller than winter audiences (Nielsen figures total volume of viewing is down 30% in the hot-weather months), the 4% loss in share translates into a bigger loss in actual audience.

To compensate for this audience drop, the Neilsen report notes, the networks in 1960 introduced new discount structures which reduced summer time costs by a greater percentage than the audience losses. Moreover, it was pointed out, talent and production charges on re-runs are usually much lower than on the originals. Assuming that talent-production charges decrease to the same extent as time charges—between 40 and 48%, according to the report's computations—then Nielsen concludes that "re-runs are as efficient as originals on a cost-per-thousand basis."

Moreover, the report asserts, in the cases studied over half of the audience reached by re-runs had not seen the episodes during the original telecast. Thus the summer re-run's audience is predominantly "new."

Showing the extent to which individual cases may vary from the average, the report notes that in one-third of the episodes studied the re-runs reached from 0.1 to 19.9% greater share of audience than they did on their original presentation, while 46% had from 0.1 to 19.9% smaller shares than they had the first time around.

The average mystery drama and adventure program reached from 1 to 5% larger share of the available audience in its re-run presentation than it did in its original telecast. The average suspense drama, situation comedy, western and general drama slumped from 2 to 10% in share of audience on its re-run appearance.

DuPont research finds tune-in ads ineffective

Newspaper tune-in advertising has little influence on the size of a tv show's audience but it does help select an audience. That's the opinion of James C. Becknell Jr., research psychologist in the advertising research section of E. I. duPont de Nemours & Co. Writing in the March issue of the *Journal of Advertising Research* Mr. Becknell cited an experiment he had conducted to determine the differences in the mean viewing levels among cities which had various tune-in advertisments for a given show, and the difference in the variance estimates for these cities. Twenty-one cities were randomly assigned to groups receiving normal, double and no tune-in advertising for the duPont *Show of the Month* run in April 1960.

Mr. Becknell's conclusions were that "Tune-in advertising had no effect on the number of sets viewing a low-rated *Show of the Month,*" but he also said that "tune-in advertising does select an audience—both by attracting viewers and by driving them away."

Westinghouse buys on all three networks

In a novel programming approach the Westinghouse Electric Corp., Pittsburgh, announced last week it has bought 18 one-hour special programs on ABC-TV, CBS-TV, NBC-TV for the 1961-62 season. The shows will cover drama, humor, music, entertainment, world events and public affairs. The investment is reported at $8 million. The agency is McCann-Erickson, New York.

Six original hour-long dramas will be presented on CBS-TV. Gordon Duff has been named as executive producer of the series, but names of properties and dates of presentations have not been set. Four documentaries have been scheduled for NBC-TV. Plans include two programs each for its commentators, Chet Huntley and David Brinkley. In addition, two entertainment shows are planned for NBC-TV. ABC-TV has been assigned five musical programs, including *An Old-Fashioned Thanksgiving,* which will be produced by Robert Saudek Assoc.; Tchaikovsky's "Nutcracker Suite"; the Dartmouth Winter Carnival to be produced on location; an adaptation of the stage musical, "Destry Rides Again," and a musical variety show starring Meredith Willson. The programs will begin in October and continue through September, 1962.

Westinghouse also will sponsor a Jan. 12, 1962, special production, based on the Walter Lord book, *The Good Years,* over CBS-TV. It will be produced by Leland Hayward.

A spokesman for Westinghouse said this concept will permit the company to appear on a different network on different days and time periods and to reach different audiences. He claimed that this "mix" of drama, music and documentaries will "offer something for everyone . . . while maintaining the highest levels of good taste."

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 16-22 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., March 16	**The Untouchables** (9:30 p.m.)	ABC-TV	28.5
Fri., March 17	**Flintstones** (8:30 p.m.)	ABC-TV	28.1
Sat., March 18	**Gunsmoke** (10 p.m.)	CBS-TV	30.1
Sun., March 19	**Candid Camera** (10 p.m.)	CBS-TV	32.6
Mon., March 20	**Ingrid Bergman** (9 p.m.)	CBS-TV	24.9
Tue., March 21	**Dobie Gillis** (8:30 p.m.)	CBS-TV	24.0
Wed., March 22	**Wagon Train** (7:30 p.m.)	NBC-TV	22.1

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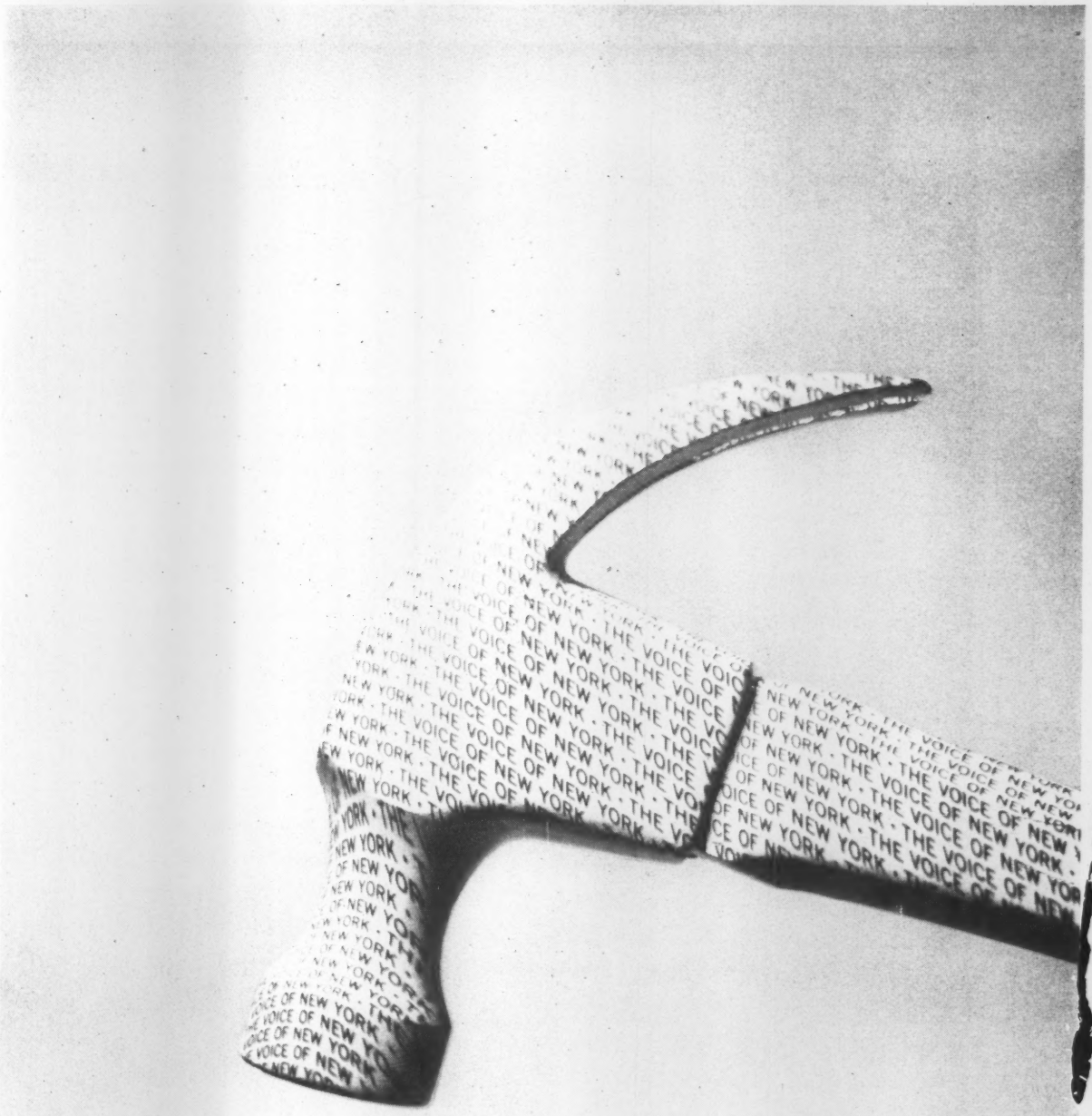


wmca 570 kc

Nail down more homes, more listeners and more adult listeners in the New York Metropolitan Area with Joe O'Brien on early morning wmca...the biggest Voice of New York.*

*No. 1 Station NSI Jan-Feb 1961 Mon-Fri, 6-9 am Avg.

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

in 1960 . . . these 20 top local and national spot advertisers on WBBM-RADI

AMERICAN AIRLINES
Programs and Announcements

ANHEUSER-BUSCH
Announcements

CHRYSLER CORPORATION
Programs and Announcements

CITIES SERVICE
Programs and Announcements

CLARK OIL & REFINING CORP.
Announcements

COCA-COLA
Programs and Announcements

REUBEN H. DONNELLEY CORP.
Announcements

FORD MOTOR COMPANY
Programs and Announcements

GENERAL MOTORS CORP.
Programs and Announcements

THEO. HAMM BREWING CO.
Programs and Announcements

spent

$2,410,

WBBM Radio's solid LIVE *SHOW*manship and motivating LIVE *SALES*manship produces SALES RESULTS year after year! That's the reason so many of America's gilt-edge advertisers continually depend on WBBM Radio to move their products or sell their services in the nation's second market.

Call Bill Connelly, WHitehall 4-6000 or CBS Radio Spot Sales

PETER HAND BREWERY CO.
Programs and Announcements

INTERNATIONAL NICKEL CO., INC.
Programs

NORTHWEST ORIENT AIRLINES
Programs and Announcements

R. J. REYNOLDS TOBACCO CO.
Programs and Announcements

MORRIS B. SACHS
Programs and Announcements

ST. PAUL FEDERAL SAVINGS & LOAN ASS'N.
Programs

SCHLITZ BREWING CO.
Programs and Announcements

STANDARD BRANDS
Programs and Announcements

UNITED AIRLINES
Programs and Announcements

WALGREEN CO.
Programs and Announcements

008.84

LIVE showmanship *LIVE salesmanship*

WBBM

CBS IN CHICAGO
CHICAGO'S SHOWMANSHIP STATION

Max Factor's 'different' tv commercial

SALES TRIPLED EXPECTATIONS, MANN TELLS ANA MEET

The planning and production for introducing the new line of "No Shine" lipsticks, which began last June although the lipsticks were not introduced until last month, was described by Marvin Mann, director of advertising for Max Factor & Co., at the concluding session of the west coast meeting of the Assn. of National Advertisers March 18 (BROADCASTING, March 20).

Television—five NBC-TV shows plus spots—was used, along with fashion magazines and in-store displays, Mr. Mann reported. The tv commercial, he stated, had to be "different . . . arresting and exciting, because this commercial would only be shown on network and spot tv for about three weeks and it had to do a terrific job in that short period."

In making the spots, which cost $19,000, Factor tried to put before the camera the same high-fashion styling, high-key photography so often found in fashion magazines, Mr. Mann related. This was done by producing a major part of the film in a still photographer's studio, by having the print art director work closely with the film art director to get on film the same flavor and effect used in the print ads, and by having a high fashion still photographer provide the lighting for the commercials. This was a complete departure from the tried and true method of television commercial production and resulted in a combination of animation, live-action and still photography plus musical punctuation to make the commercial different enough to have the impact needed for the short period of time it was used.

Was it worth it? Last fall, Mr. Mann reported, the Factor people estimated the promotion would sell 800,000 "No Shine" lipsticks. Last week, just in the middle of the campaign, sales had topped three million.

That Extra Data ▪ Advertising research produces statistics to "provide you with an idea about the number of tv sets that were turned on, the movement of your brand from grocery or drugstore shelves, the programs that are being viewed, heard and the messages recalled," Frank Meissner, assistant professor of economics, San Jose State College, Calif., told the advertising men. "But," he asked, "how can you compare an ad on the back cover of *Life* magazine with a plug on Jack Parr's show? How do you measure the causative relationship between exposure and sale?"

For better information about the effectiveness of their advertising, Dr. Meissner advised his hearers to "bring the research people into your confidence before you start a campaign. Make the job of evaluating the effect of the campaign an integral part of the campaign itself. You will be surprised how much valuable pay dirt there is in the gold mine in your back yard. The payoff is there for the asking, provided you ask the right questions at the right time."

Next, he urged the advertising executives to "ask the ANA to sponsor 'Operation Inventory.' We need desperately a systematic summary, integration and interpretation of what we already know about measuring the impact of advertising. And, of course, we need to know what we don't know."

John Veckley, director of advertising, U.S. Steel Corp., suggested that the way to get a more sympathetic consideration of advertising budgets by top company management might be to let management know more about the way the advertising objectives are defined, the care that goes into selecting media, the pains taken to integrate advertising with sales and marketing.

"Management is not questioning the advertising function," he said, "but it is questioning the advertising process. The more you know about the product the more apt you are to be favorably inclined toward it. Let management know more about our product—advertising—and they'll be more inclined to know and respect advertising."

Italians to continue L&M product boycott

The Federation of the Italian-American Democratic Organizations of New York voted last week to continue to boycott products and picket activities of the Liggett & Myers Tobacco Co. and sanctioned similar actions against Armour & Co., another advertiser of ABC-TV's *The Untouchables*. The action was in protest of the advertisers continuing association with the ABC-TV program which in the past has often portrayed Italian personalities, real and fictional, as gangsters.

In the face of this threat, ABC was still able to sell the program for next season to two new sponsors—J. B. Williams, division of Pharmaceuticals Inc., manufacturers of Geritol and various proprietary medicines and drugs, and Alberto Culver, makers of Alberto VO5, Rinse Away and Command. The two companies will share alternate week, one sixth participations in the program along with three returning sponsors from this year—Armour & Co., Whitehall Labs and Beecham Ltd. In addition there is a "strong possibility" that a third new advertiser, Miles Labs, makers of Alka-Seltzer, will also buy a piece of *The Untouchables* next fall.

Liggett & Myers, which has announced it would withdraw from the program next season (BROADCASTING, March 20), still is drawing the brunt of the Italian-American attack. This Tuesday (March 28), the federation will picket the cigarette firm's annual stockholders meeting in Jersey City, N.J.

According to Rep. Alfred E. Santangelo (D-N.Y.), state president of the federation, his organization, which particularly objects to three coming *Untouchables* episodes that employ an abundance of Italian names in fictionalized situations, wants Liggett & Myers to desist from sponsoring these shows and also six summer repeats which also supposedly contain excessive use of Italian names. Rep. Santangelo said that McCann - Erickson, advertising agency handling the Liggett & Myers accounts, was in contact with him. He said M-E assured him it had advised ABC on behalf of L&M, that the sponsor did not wish to be one of the ad-

Spot radio sales up 1.3% in 1960

Gross time sales of national spot radio in 1960 are estimated at $190,667,000, according to Station Representatives Assn.

SRA's estimate, based on figures compiled by the Price Waterhouse Co., places the volume at a level representing a 1.3% gain over the FCC's official figure of $188,143,000 for 1959.

The gross sales last year also represent an increase of nearly $70.5 million over the past five years. Lawrence Webb, managing director of SRA, said there is "every reason" to expect a continuation of growth in spot radio sales.

Spot radio's best period in the vear was in the second quarter (May-June) when gross sales hit over the $50.2 million mark. By quarters, the 1960 vs. 1959 comparison:

	1960	1959
1st Q.	$ 43,779,000	$ 42,707,000
2nd	50,228,000	49,643,000
3rd	46,470,000	47,066,000
4th	50,190,000	48,727,000
Total	$190,667,000	$188,143,000

Tv steals spotlight at Art Directors Club

Volkswagen spot wins special ADC medal

Television is taking up more room in the art directors' gallery. It is conspicuous in the 40th annual National Exhibition of Advertising and Editorial Art and Design both in number of entries and in being the medium singled out for the all-show award. The exhibition, sponsored by the Art Directors Club of New York, made the ADC Medal Special Award to Helmut Krone, art director of Doyle Dane Bernbach, New York, for Volkswagen Corp.'s Karmann Ghia campaign.

On the show's tv reels are 62 entries in a total show of 532 entries accepted from more than 14,000 submissions. Television art took three of 10 medal awards and five out of 45 awards of distinctive merit announced at the awards luncheon Tuesday (March 21). The exhibition will be in the Plaza Gallery of the Pepsi-Cola Building, 500 Park Ave., New York, through March 30.

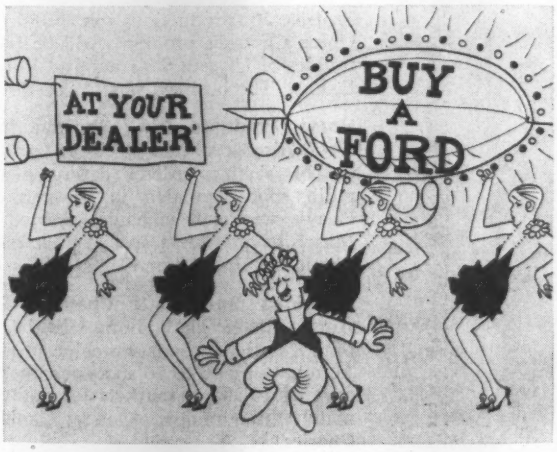
Management awards, made for art encouragement, went to John P. Cunningham, board chairman of Cunningham & Walsh; Lawrence Litchfield Jr., president of Aluminum Co. of America; George R. Cain, president of Abbott Labs, James Parton, president of American Heritage Pub. Co., and Alfred A. and Blanche W. Knopf of Alfred A. Knopf Inc.

Art Director Club medals in addition to Volkswagen's went to a Bristol-Myers live-action commercial for Bufferin by Young & Rubicam and an animated one for Ford Dealers of Southern California by J. Walter Thompson.

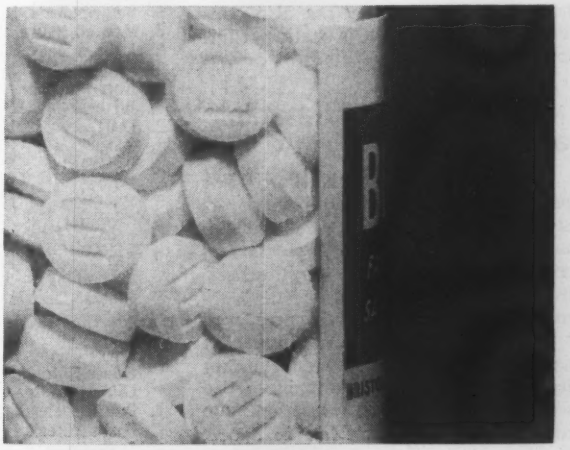
Working with Mr. Krone on VW were Rita Selden, writer; M. Nichelson, photographer, John Capsis and Joseph Spery, producers, and Robert Lawrence Productions Inc. Bufferin credits: Stephen Frankfurt, art director/designer; Cliff Crawford and Ivor Weigler, designers; Sumner Winebaum, writer, and On Film Inc. (Tom Ford). For Ford Dealers: Bill Melendez, art director; Chris Jenkyns, writer; Sterling Sturtevant, designer; Herman Cohen and Robert Carlson, photographers; Playhouse Pictures.

The five tv merit awards went to art directors of a live-action commercial for General Foods' Maxwell House coffee by Ogilvy, Benson & Mather; nine live-action CBS show promotion films; an animated U. S. Navy recruiting spot; a limited animation commercial for Personal Products Corp.'s Modess by Young & Rubicam, and an NBC title slide.

Dave Elledge was art director for Maxwell House, Ed Witalis designer; Dave McCall, writer; Bob Franz, Charles Wasserman, Howard Linkoff and Alan Gittler, photographers; Television Graphics Inc., production. Louis Dorfsman, CBS creative director, was art director/designer/writer for his network's group of nine-second promos, of which seven were produced by Elliot, Unger & Elliot and two by Gerald Productions. Robert Cannon was art director/photographer of the Navy Recruiting spot by Playhouse Pictures, written by Chris Jenkyns. The Modess commercial was by Stephen Frankfurt, art director/designer/writer, and Audio Productions Inc. John Graham was art director of the NBC show slide and Bill Weinstein designer.



Ford Dealers win in animation



Bufferin's live action winner

vertisers in the 10 programs the Italian-Americans found objectionable. However, the congressman added that in absence of a confirmation from ABC he did not see why the federation should accept "cloture for our protests against these 10 fictionalized stories reflecting so seriously on the 20 million law-abiding Americans of Italian extraction."

Accord Brings Discord ▪ Among other topics discussed at the federation's meeting (on March 20) was the statement of accord issued on March 17 (AT DEADLINE, March 20) by a divergent Italian-American group, the National Italian-American League to Combat Defamation, and Desilu Productions, producer of *The Untouchables*. The statement indicated that beginning October 3, 1961, "limitations" will be placed on the use of Italian names for gangsters in the tv program and that at the same time more emphasis would be placed on the accomplishments of Italian-American characters portrayed in the series.

The statement which was apparently issued to mollify the ire of Italian-Americans, seemingly had an opposite effect. "Our members at the meeting reacted adversely to it," a spokesman for the federation said. "They felt it was a slap in the face to all the groups that had been spearheading the drive to tone down the program."

The federation official went on to challenge Desi Arnaz's, head of Desilu, avowed intentions to give characters of Italian extraction more favorable recognition on his programs. "Our feeling is let Arnaz put up or shut up. We're tired of waiting," the spokesman declared.

Implementation of the federation's action against Armour & Co., makers of meat and grocery products including Dial soap, is expected at later dates. The group plans, among other things, to picket the company's offices, plants, and retail outlets. They are also considering picketing ABC's station affiliates on a nationwide scale.

Tidewater plans 5-media campaign heavy in tv

The hour-long tv special, *Race For Space*, will kick off a five-media advertising campaign for Tidewater Oil Co. the week of April 10 in all U.S. markets served by the company. Institutional advertising emphasizing Tidewater's research and refining activities as well as direct selling copy for Flying A gasoline and tires and Veedol motor oils will be used in the campaign. Also included will be another 60-minute video special, *Project: Man in Space*, plus tv spots in the spring and fall, radio spots during the summer when the driving season is at its peak, outdoor pictures and two-page spreads in major magazines. The Frank Goss newscasts sponsored by Tidewater on the CBS Radio Pacific Network six mornings a week, 7:30-7:45 a.m. in 20 markets, will be tied into the campaign. Present plans also call for a continuation of Tidewater's sponsorship of western college football and basketball broadcasts.

Noting that for some time Tidewater has "made successful use of a comprehensive media mix," Jack Leener, advertising manager, said that in the new campaign "Our objective is maximum exposure for our total advertising message. We believe that the elements in a campaign do not necessarily take their best form in just one medium. To bring this particular campaign to its fullest fruition, Tidewater will appear in five major media. Each medium has been bought to take advantage of peak audience and circulation periods in conjunction with the best dollar and frequency discounts."

Foote, Cone & Belding, Los Angeles, is the Tidewater agency.

Hamm's holds to first in commercials survey

Hamm's Beer is still champion of the American Research Bureau's best-liked tv commercials survey. The January listing, released by ARB, shows Hamm's leading the pack for the eighth consecutive time. Beechnut Gum, a newcomer, is second. Texaco, making its first appearance in the top three, was third. The complete list of the nation's best-liked commercials follows:

		% Commercial Mention
1.	Hamm's beer	6.0
2.	Beechnut gum	4.8
3.	Texaco	4.4
4.	Ford	3.7
5.	Alka Seltzer	3.4
6.	Burgermeister beer	3.1
7.	Maxwell House coffee	2.9
8.	Johnson Baby Products	2.8
9.	Kelloggs	2.4
10.	Ivory Products	2.0
	Jax beer	2.0
12.	Kraft	1.9
13.	Campbell's	1.8
	Dial soap	1.8
	Maypo	1.8
16.	Mr. Clean	1.7
17.	Chevrolet	1.6
	DuPont	1.6
19.	Ban	1.5
	Chung King	1.5
	General Electric	1.5
	Piel's beer	1.5
	Snowdrift	1.5
24.	Jello	1.4
	Kaiser Foil	1.4
	L&M cigarettes	1.4
27.	Dutch Master cigars	1.2
	Post's cereals	1.2
	Seven-Up	1.2
30.	Newport cigarettes	1.1
31.	Falstaff beer	1.0
	Ralston	1.0

Business briefly...

P. Lorillard Co., N. Y., has purchased one-third sponsorship in *Cain's Hundred*, a new action-drama series NBC-TV has scheduled for next season (Tue. 10-11 p.m. NYT), starting Sept. 12 (BROADCASTING, March 13). Agency: Lennen & Newell Inc., N. Y.

B. Ray Robbins Co., investments, N.Y., which began using spot radio two months ago in major eastern markets to promote 5¼% FHA insured mortgages, is concluding its current campaign but plans to resume schedules in additional eastern cities about April 15 when lower-rate mortgages are made available. Agency: The Metlis & Lebow Corp., N.Y.

Campbell Soup Co., Camden, N. J., has joined **Consolidated Cigar Corp.** and **Ralston Purina Co.** in sponsorship of *Silents Please*, an anthology of silent movies, which returned to ABC-TV March 23 (Thur., 10:30-11 p.m. EST). Campbell also becomes a participating sponsor of ABC-TV's *Walt Disney Presents*, beginning April 16 (Sun., 6:30-7:30 p.m. EST). Agency: Needham, Louis & Brorby, Chicago.

General Mills and **Campbell Soup** will sponsor *Father of the Bride* on CBS-TV, Fri., 9:30-10 p.m., starting Sept. 29. Pilot was financed by General Mills through BBDO, which later brought in Campbell Soup as alternate sponsor.

Ronson Electric Shavers, N. Y., is planning a six-week spot television buy in eight major markets scattered around the country, to begin early in May. Agency: Papert, Koenig, Lois Inc., N. Y.

Union Central Life Insurance Co., Cincinnati, whose last broadcast advertising was sponsorship of a weekly series of historical dramas on NBC Radio from 1930 to 1936, will return to NBC with sponsorship next season of two *Project 20* productions on NBC-TV. Union Central's programs will be biographies of Ulysses S. Grant and Robert E. Lee. The business was placed direct.

Home Products Div., Shulton Inc., Good-Aire floral and spice air fresheners, N. Y., has ordered a three-month radio spot campaign in 46 markets. Heavy weekend schedules started in March to promote a special price offer. Agency: Ralph Allum Co., N. Y.

American Sponge & Chamois Co., Amsco sponge cloth, Long Island City, N. Y., started tv spot campaign in mid-March, using 10 to 16 spots per week in each of 10 major markets for approximately three months. Agency: Daniel & Charles, N. Y.

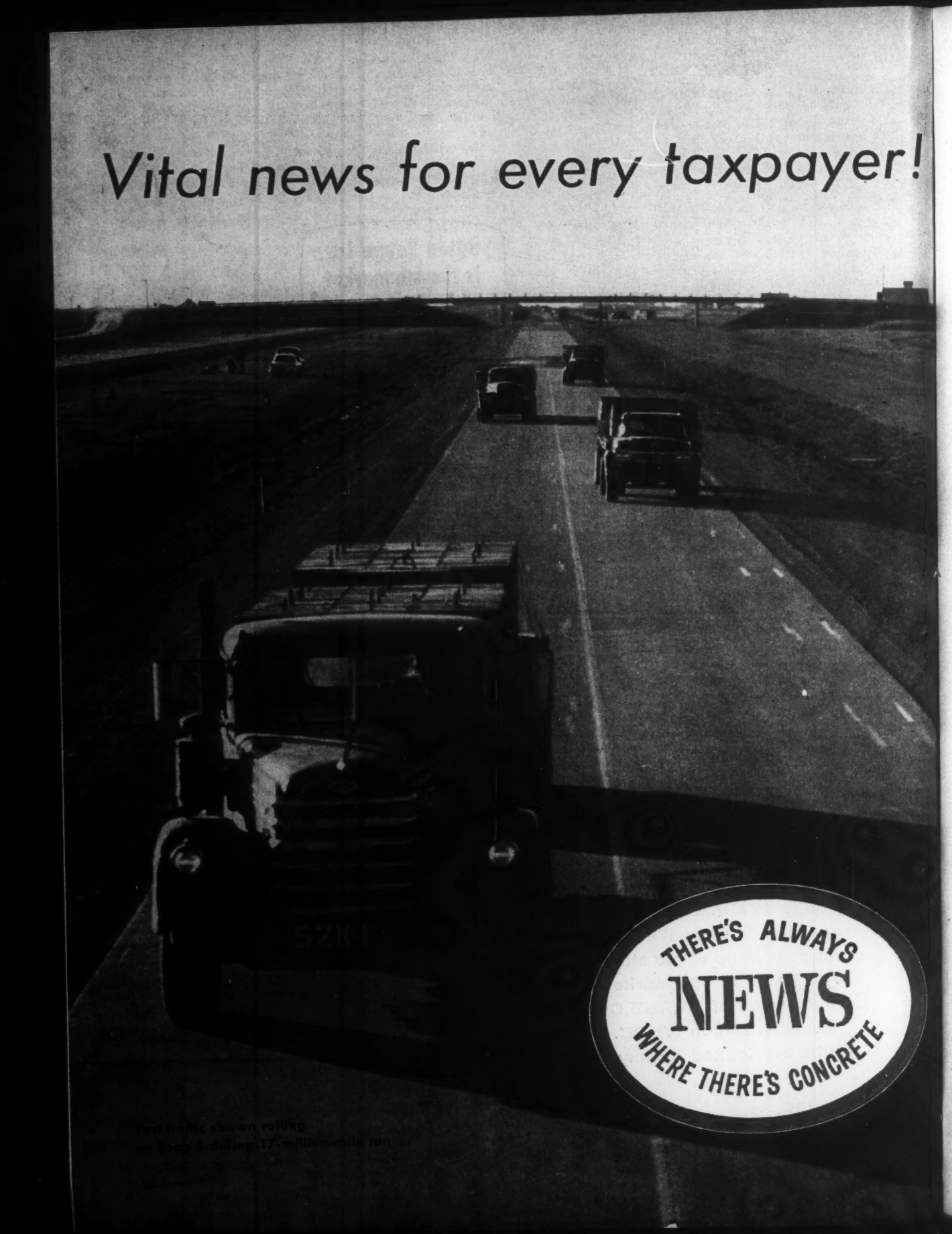
Montgomery Ward department store chain has been video taping fashion

*No gambling when you buy WBRZ in Baton Rouge . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ Channel 2

Vital news for every taxpayer!



Test traffic shown rolling on Loop 3 during 17-million-mile run

National Road Test demonstrates superiority of concrete

for the tremendous road-building job ahead!

Sponsored by AASHO (American Association of State Highway Officials), the National Road Test was developed to answer today's big questions on highway design and financing. To assure complete impartiality, the entire project was administered and directed by the Highway Research Board of the National Academy of Sciences — National Research Council.

Near Ottawa, Illinois, a pavement proving ground 8 miles long was created and staffed with engineering and technical specialists. Army Transportation Corps drivers manned the fleet of trucks. 836 separate pavement sections were laid in 6 loops, concrete on one side, asphalt on the other. Total cost of the project: 27 million dollars.

For 2 full years, November, 1958 to December 1, 1960, test traffic circled the pavements day and night until 17 million miles of travel, 1,113,762 load applications, millions of scientific readings were recorded. The final result is a storehouse of vital engineering data needed by every engineer and official to plan and build the most practical, efficient road system possible. How the two pavements measured up should be clear for all to see. Here is conclusive proof of concrete's extra value and riding superiority for streets, roads and Interstate highways.

National Road Test supplies the evidence

1. Concrete is more durable! A count of pavement sections still surviving after 2 years of test traffic showed *concrete outlasted asphalt 3 to 1.* A dramatic demonstration that tax money can go farther when paving engineers choose concrete.

2. Concrete rides easier. In ratings of how pavements retained the "rideability" they started with, *concrete beat asphalt by a wide margin.* This confirms again that only concrete gives the smooth-riding enjoyment the public expects from modern pavements.

The National Road Test has been the most significant pavement test in transportation history. Its findings will influence highway design and benefit taxpayers in the years ahead as America meets the challenge of providing for an automobile population that is growing by more than 2 million cars every year.

PORTLAND CEMENT ASSOCIATION National Headquarters: 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete

Your Message Is
ALWAYS
ON TARGET
with

NO. 1 IN NASHVILLE*

BOTH NIELSEN and ARB REPORT WSIX TV-8...No. 1 in NASHVILLE
6 to Midnight 7 days a week . . . with 15 of top 16 and 20 of top 25 Net Shows. *(Nov. 13 Nielsen 1960)

Again No. 1 in prime time . . . with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)

NASHVILLE . . . THE NATION'S 47TH TV MARKET . . .**
with 372,400 television homes.
**(Television Magazine Dec. 1960)

VIDEOTAPE
NOW . . . TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV 8 NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

shows for regional television showing. About 15 major markets will receive the 30 minute shows which will continue through March.

The Gillette Co., Boston, ordered full sponsorship of ABC-TV's *Fight of the Week* next season (Sat. 10-11 p.m. EST). Gillette co-sponsored the program this season with Miles Labs. Agency: Maxon Inc., Detroit.

Agency appointments...

- Magnus Organ Co., N. Y., appoints Wexton Adv., that city, for advertising in all media.

- Greenwood Foods Inc., Waterloo, N. Y., packers of vegetables; Triumph Hosiery Mills Inc., York Pa.; Danskin Inc., N. Y., makers of ballet and sportswear; Forstner Inc., Irvington, N. J., manufacturers of jewelry and watchbands, and Pearls by Deltah Inc., Pawtucket, R. I., all appoint J. M. Kesslinger & Assoc., N. Y., as their agency.

- Oliver Corp., Chicago farm equipment manufacturer that uses some local radio, has named Fuller & Smith & Ross, Chicago, as agency for $1 million account, effective July 1. Account had been handled by Buchen Adv.

- Henry Heide Inc., candy manufacturers, appoints Fuller & Smith & Ross, N. Y., as its advertising agency. Harry Niederauer, FSR vice president, will service the account.

Publishing-media spurt in network tv

TVB REPORT SHOWS CLASSIFICATION UP 8,331% IN 1960

Billings of publishing and media show the biggest gains in the list of 29 classifications in Television Bureau of Advertising's report of estimated gross time expenditures of network tv advertisers in 1960. Showing a spectacular increase of 8,330.9%, publishing and media billings rose from $26,593 in 1959 to $2,242,022 in 1960.

Substantial percentage increases were made in 22 other classifications in 1960, including entertainment and amusement, 138.5%; gasoline, lubricants and other fuels, 58.5%, and horticulture, 48.7%. Billings of all classifications in 1960 totaled $682,371,069, as reported earlier in a breakdown by network (BROADCASTING, March 6).

Biggest gross time dollar gainers last year by classification were: drugs and remedies; toiletries and toilet goods, and automotive, automotive accessories & equipment. The billings are reported to TvB by Leading National Advertisers-Broadcast Advertisers Reports. The complete listing follows.

ESTIMATED GROSS TIME EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	Jan.-Dec. 1960	Jan.-Dec. 1959	% Change
Agriculture & farming	$ 1,957,972	$ 1,809,137	+ 8.2%
Apparel, footwear & accessories	9,322,623	7,221,250	+ 29.1
Automotive, automotive accessories & equipment	55,117,617	46,709,247	+ 18.0
Beer, wine	8,147,196	6,715,256	+ 21.3
Building materials, equipment & fixtures	2,192,297	3,380,407	— 35.1
Confectionery & soft drinks	14,901,505	12,982,938	+ 14.8
Consumer services	3,863,817	3,441,788	+ 12.3
Drugs & remedies	84,706,199	74,950,528	+ 13.0
Entertainment & amusement	914,103	383,278	+138.5
Food & food products	114,745,780	113,099,511	+ 1.5
Freight, industrial & agricultural development	403,740	404,807	— .3
Gasoline, lubricants & other fuels	15,584,878	9,830,669	+ 58.5
Horticulture	371,250	249,608	+ 48.7
Household equipment & supplies	30,742,512	30,112,185	+ 2.1
Household furnishings	5,796,304	4,025,729	+ 44.0
Industrial materials	22,889,140	20,980,307	+ 9.1
Insurance	12,381,622	10,270,755	+ 20.6
Jewelry, optical goods & cameras	13,904,040	13,966,553	— .4
Office equipment, stationery & writing supplies	3,917,436	4,615,765	— 15.1
Political	2,501,857	.....	inf.
Publishing & media	2,242,022	26,593	+8,330.9%
Radio, tv sets, phonographs, musical instruments & accessories	5,340,214	5,373,926	— .6
Retail or direct by mail	124,126	.....	inf.
Smoking materials	76,902,164	75,009,215	+ 2.5
Soaps, cleansers & polishes	69,493,945	67,140,302	+ 3.5
Sporting goods & toys	3,208,980	2,999,564	+ 7.0
Toiletries & toilet goods	111,096,951	102,311,526	+ 8.6
Travel, hotels & resorts	765,173	1,125,861	— 3.2
Miscellaneous	8,835,606	8,174,825	+ 8.1
TOTAL	$682,371,069	$627,311,530	+ 8.8

KSLA TV

THEY LIVE IT UP . . . AND LOVE IT . . . in the fabulous KSLA market. Oil-rich, timber-rich, cattle-rich, and growing industrially . . . this tri-state area hardly knows recession. Its people play hard, work hard and have the money to buy. They look to KSLA-TV for news they believe . . . programs they enjoy.

Ask our reps (Harrington, Righter and Parsons) about the fabulous KSLA market!

CBS **KSLA TV SHREVEPORT LOUISIANA**

FCC throws the book at KDWB

$10,000 FINE FOR POWER-ANTENNA FLUB IS FIRST TEST OF NEW LAW

Displaying for the first time its newly-acquired power to fine broadcast stations, the FCC last week informed KDWB Minneapolis-St. Paul it faces a $10,000 fine for alleged "willful or repeated" violations of authorized nighttime power and directional antenna patterns.

This is the maximum forfeiture the commission can levy against a station under amendments to the Communications Act which became effective Sept. 13, 1960 (BROADCASTING, Sept. 19, 1960). Crowell-Collier Broadcasting Corp., licensee of KDWB since August 1959, said the admitted violation was neither willful nor repeated and that it was corrected immediately upon discovery of the improper nighttime operation.

In its "first notice of liability for forfeiture"—required before any fine can be levied—the commission pointed out that KDWB is licensed to operate on 630 kc with 5 kw day and 500 w night, using different directional antenna patterns day and night. Hours of operation with different facilities are specified for each month.

At 1 a.m. on Jan. 25, a commission field engineer inspected the station and found it operating with the daytime power and antenna array in violation of its license, the FCC said in its letter to KDWB. Two days later, the field engineer issued an official notice of violation.

In a reply Feb. 14 to the citation, Crowell-Collier acknowledged that KDWB had been operated with its daytime power and directional pattern from midnight to 4 a.m. ever since the present licensee assumed ownership of the station, according to the FCC. The commission notice continued:

"It is apparent, therefore, that station KDWB has been so operated for at least 10 days since Sept. 13, 1960, the effective date of Sec. 503 (b) of the Communications Act . . . and that you are subject to the maximum forfeiture . . . for willfully or repeatedly failing to operate station KDWB substantially as set forth in its license. Consequently, the commission has determined that you have incurred an apparent liability of $10,000 for willful or repeated failure to operate station KDWB substantially as set forth in its license . . . In making this determination the commission has considered your response to the notice of violation, but does not consider the facts stated therein as a valid excuse. . . ."

In Defense ▪ In a statement last Thursday (March 23), Crowell-Collier said the nighttime operation cited by the commission was instituted by the previous licensee. "When Crowell-Collier Broadcasting Corp. acquired the station in August 1959, the technical staff was retained and this phase of the operation was not reviewed," the statement continued. "The KDWB logs have reflected how the directional antenna has been operated throughout."

"No officer or director of the licensee was aware of the matter until the first FCC notice several weeks ago, at which time the operation complained of was immediately discontinued and has at no time been resumed. Under the circumstances, KDWB believes that there has been no willful or repeated violation of the commission's rules within the meaning of the Communications Act and consequently that a forfeiture is unwarranted.

"Accordingly, KDWB intends to reply to the commission's letter and pursue its position in further appropriate proceedings before the commission."

Under the amended act, the commission must give written notice of an "apparent liability" before it can levy any forfeiture. A station can then be fined $1,000 for each day the violation exists, but in no case can it be penalized over $10,000.

Crowell-Collier has 30 days to reply to the FCC notice. After the reply is received, the commission then will determine if the forfeiture will stand and, in such case, the $10,000 is payable to the Treasurer of the U. S. and not the FCC.

A $625,000 Purchase ▪ Crowell-Collier purchased KDWB (then WISK) from the Tedesco Brothers for $625,000. The present licensee said its troubles originated through a misinterpretation of the rules by the Tedescos.

In addition to KDWB, Crowell-Collier owns KFWB Los Angeles and KEWB San Francisco-Oakland. The publishing firm also is currently seeking FCC approval of its purchase of WMGM New York for $11 million and WGMS-AM-FM Washington for $1.5 million.

Automated applications

The FCC announced it is using electronic computers to make certain computations dealing with directional antenna proposals submitted on applications for am stations. The agency finds this permits quick investigation of antenna designs and expedites processing. Applicants have been asked to submit antenna data on FCC form 202 in addition to the standard broadcast application form 301. Use of form 202 will speed translation of the antenna parameters into machine language by making data standard. Its use is voluntary at this time, the commission said.

Another Eaton station gets short-term renewal

A short-term license was granted WOOK Washington, D. C., last week. Five other stations also owned by Richard Eaton have had similar FCC sanctions placed upon them (BROADCASTING, Dec. 12, 1960). Mr. Eaton was the first licensee to feel the sting of the FCC's newly-granted power to renew licenses for periods shorter than the customary three years. Six Eaton stations will come up for review July 1, 1962.

After the first commission action, Mr. Eaton wrote the FCC and said he felt its premise for restricting his licenses' terms was wholly erroneous, but said he did not object to the fact that the action would lead to an early review of his operations. The commission had charged in issuing the renewals that Mr. Eaton did not maintain sufficiently close personal supervision of his properties. In his letter, Mr. Eaton denied this.

Commissioners Rosel Hyde and T. A. M. Craven dissented to all the Eaton short-term renewals. Mr. Hyde in December stated that such an action put stations at a competitive disadvantage, "I think [licensees] ought to be either in or out," he said.

Eaton stations renewed for short-terms in December were WANT Richmond, Va., WFAN (FM) Washington, D. C., WINX Rockville, Md., WSID Baltimore and WMUR-TV Manchester, N. H.

FCC to act on request to reconsider KLFT

Although a tentative hearing date of May 24 has been set, further action on license revocation proceedings against KLFT Golden Meadow, La., will await an FCC decision on a plea by licensee Joseph Leo Theriot for reconsideration.

Mr. Theriot is charged with "re-

Why WAVY-TV bought
Warner's "Films of the 50's"

Says J. Glen Taylor

"We bought the Seven Arts Warner pictures because they balance out our feature library. We need

to keep the number of viewers on the climb

in Tidewater, Virginia, America's 27th fast-growing market. This package of 'Films from the Fabulous 50's' will do the job!"

Warner's Films of the 50's...
Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • OR 4-8106
DALLAS: 5641 Charlestown Drive • ADams 9-2850
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1864

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

J. Glen Taylor
president, Tidewater Teleradio, Inc.
WAVY-TV Norfolk, Portsmouth, Newport News, Va.

Certainly not George Bernard Shaw! Current Broadway history to the contrary, Shaw's brilliant plays need no musical embellishment to delight audiences with their sparkling wit.

KNXT proved it with a superlative *locally-produced* presentation of one of GBS' fairest ladies, "CANDIDA," as acted by members of Project '58 (a *local* actors workshop) and sponsored by the Lincoln Savings and Loan Association (a *local* firm). The rhapsodies were supplied by the public and press. *Close to a half-million people* enjoyed "... a bold, significant stride in the direction of adult entertainment" (VARIETY), "... a dramatic milestone in western television" (PASADENA STAR-NEWS) and "... the sort of thing that can give stature to local television" (LOS ANGELES TIMES). Reported SATURDAY REVIEW: "A full measure of triumph. Local television at a high level. The audience was well served."

"CANDIDA," the first ninety-minute television drama ever *locally-produced* by a west coast station (incidentally, there are four more to come!), is but the latest step in KNXT's continuing search for new ways to serve its audiences well. Its success is measured, in part, in the 160 awards and citations for local programming received during the station's ten-year history. More important, it is measured in the audiences themselves, who year after year have made Television 2 the favorite station in Los Angeles.

KNXT
CBS Owned

Music... who needs it?

peated and willful" technical violations. He said he has corrected deficiencies and taken steps to prevent recurrence. The Brodcast Bureau argued that the license should be revoked for past offenses. (BROADCASTING, March 20).

Mr. Theriot last week was granted a change of hearing site from Washington, D.C., to New Orleans which he requested because his witnesses as well as FCC witnesses are there.

FCC SETS KORD RENEWAL HEARING

Overcommercialism, program shortcomings cited in decision

The license renewal application of KORD Pasco, Wash., was set for hearing by the FCC last week on charges the station failed to fulfill its programming promises and constantly interrupted programs with an alleged overabundance of commercial spots

In an action one commission executive said would never have been possible without the new FCC chairman, the renewal hearing was ordered on a 4-3 vote. The majority voters were Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert T. Bartley and Robert E. Lee. The three-man minority: Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross. The commissioner whom Mr. Minow replaced, Charles H. King, voted for renewal of the station last September (BROADCASTING, Oct. 3, 1960) when a letter of inquiry was sent.

The FCC order last week charged that KORD's actual programming performance varied substantially from what the station proposed at the time of its original grant in 1956. The commission charged that KORD has little religious and agricultural programming and no time devoted to discussion, education and talk shows.

In the letter of inquiry, the FCC said KORD promised 6% of its programming would be of the local, live variety and that such has not been the case; that the station proposed to air 700 commercial and 84 non-commercial announcements per week, but the actual number during the composite week was 1,631 (only 41 non-commercial) announcements—931 more than KORD represented that it would carry.

The FCC charged that 33% of KORD's 14½-minute segments contained five or more spots and "that during certain periods of the broadcast day a number of 25-minute programs contained continuous spot announcements which left little, if any, time for other program material."

Entertainment Value ▪ In reply to the commission's September 309(b) letter, the daytime-only station said its large percentage of entertainment programming "evolves from our desire to serve the majority need . . . and from our policy of including as much non-entertainment programming as possible as part of a general entertainment format."

The listeners' reactions are better, KORD said, if public service is interspersed throughout the day with entertainment. Because of this practice, not all the public service programming aired shows up on the station's log and consequently much of the time so devoted does not show up in the composite log. KORD said its lack of programming in educational and agricultural fields was because it was unable to find "dependable" program sources in these areas.

As a result of the FCC investigation, KORD amended its renewal application to show 1,343 commercial spots per week, instead of the 1,631 originally proposed. The station said it would not be economically feasible to carry less than the adjusted figure.

FUROR OVER 'HARVEST'

Murrow tries to get show off BBC after Senator protests

One of Edward R. Murrow's first actions upon taking over as U.S. Information Agency director last week was to attempt to dissuade the BBC from showing one of the more controversial CBS documentaries with which he had been associated, *Harvest of Shame*. The attempt failed, and the program went on as scheduled Tuesday.

Mr. Murrow's intervention was disclosed by Sen. Spessard L. Holland (D-Fla.), a bitter critic of the documentary on migrant farm laborers. In a Senate speech Wednesday, he said Mr. Murrow, who had narrated the documentary first shown in this country last November, "deplores and resents" the sale of the film for foreign presentation. Senator Holland also quoted him as saying the CBS action was "wholly irresponsible."

Mr. Murrow "emphasized that the film was made for domestic presentation and that he had nothing whatever to do with its sale for showing abroad," the Senator added. A spokesman for Mr. Murrow said that Sen. Holland's report of their conversation was "roughly right."

Mr. Murrow said later he attempted to prevent the showing in Great Britain because of his new position. He did not want the documentary to appear to have the approval of the U. S. government, he said. He added that he had acted on his own initiative.

Mr. Murrow, who was sworn in Tuesday as USIA chief, was reported to have telephoned a BBC official that same day and asked that the film not be shown. However, he was told that *Harvest* had been too widely advertised to be withdrawn at such a late date.

Truth Basis ▪ Mr. Murrow's reaction to the CBS sale of *Harvest* to the BBC surprised some observers in view of the position he took during the Senate Foreign Relations Committee hearing on his nomination as USIA chief. Mr. Murrow said then that the controversial documentaries with which he had been connected were produced for domestic use. However, the burden of his testimony was that USIA would operate on "the basis of truth"—the whole truth, good and bad—in telling America's story to the world (BROADCASTING, March 20).

CBS responded promptly to Senator Holland's attack, issuing a statement by CBS News President Richard S. Salant defending the sale to the BBC. Mr. Salant said *Harvest* was a news report, was available after broadcast for world-wide circulation, "just as is any American newspaper or magazine. To deny overseas subscribers the use of the news report would be inconsistent with basic principles of freedom of information and full circulation of news."

The statement also said the BBC broadcast made clear that Mr. Murrow had narrated the program before his appointment as USIA director. Sen. Holland said that it was because of his protests that CBS requested the clarification of Mr. Murrow's status.

Inaccurate? ▪ In his Senate speech, Sen. Holland said the showing of the film overseas "might not be so objectionable" if it were given an accurate portrayal. But the "national image" it gives is not only unfavorable but unfair and untrue. He said it contained errors of fact and created the impression American labor is exploited.

However, Sen. Harrison A. Williams (D-N.J.) chairman of the Senate Subcommittee on Migratory Labor, said the errors to which Sen. Holland referred were of small degree. He said CBS film crews had accompanied his subcommittee on some of its field trips into the South and recorded situations substantially as he found them.

While the furor stirred up by Mr. Murrow's action continued, CBS announced that it has turned over to USIA for world-wide distribution "The Burma Surgeon Today," a *Twentieth Century* documentary. The network said the agency requested the film.

The network said a 16 mm print was presented to Mr. Murrow by Mr. Salant and *Twentieth Century* producer Burton Benjamin.

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* * *

Designed and manufactured by RCA, world-famed in image orthicon development, this stellar family includes special units for extremely low-light-level work; others that double for indoor or outdoor operation, or for both color and black-and-white. There are image orthicons with special sections to suppress "TV ghost", highlight flare, and other undesirable effects. Each one delivers video information having superlative resolution, high signal-to-noise ratio, and remarkable fidelity.

Whatever your station's requirements and special problems, there's an RCA image orthicon designed to meet them. For information on specific types, see your Authorized RCA Broadcast Tube Distributor. *RCA Electron Tube Division, Harrison, New Jersey.*

Facts About RCA Image Orthicons

Type	Description
RCA-7295-A	Designed for tape and B&W studio broadcast use. High resolution capability and very high signal-to-noise ratio. Features new Field Mesh.
RCA-7389-A	Superior quality, extremely high signal-to-noise ratio. For tape recordings and exceptionally high-quality B&W pickup. Features new Field Mesh.
RCA-5820	Studio and outdoor pickup in B&W. The "standard" of broadcasting.
RCA-7293-A	Fine performance in B&W studio cameras. Features Field Mesh and anti-ghost, image-section design.
RCA-7513	Precision construction for color and high-quality B&W TV. Features Field Mesh.
RCA-4401	High signal output—for studio or outdoor color or B&W light level situations. Matched sets for max. performance in color cameras.
RCA-4401-V1	High sensitivity and high signal output. For B&W remote pickup at very low light levels.

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

MIAMI CH. 10 CASE ARGUED IN COURT

Outcome to affect half-dozen other 'ex-parte' cases

The FCC's stern judgement in the Miami ch. 10 case—revoking its 1957 grant to National Airlines and finding National and two other applicants disqualified—was heatedly argued in the U. S. Court of Appeals in Washington last Wednesday.

The ch. 10 case is the first of the tv grants tainted with alleged off-the-record contacts to be heard by the appeals court. The court's ruling will be precedent-making in a half-dozen other tv cases also involved in purported off-the-record representations to FCC members.

In its July 1960 order, the FCC revoked the Miami grant to National Airlines and found National, North Dade Video Inc. and WKAT Miami guilty of behind-the-scenes activities. The commission then awarded ch. 10 to L. B. Wilson Inc., the only applicant not found to have engaged in *ex parte* activity.

Although the FCC order originally set last Sept. 15 for National Airlines' WPST-TV Miami to cease operating (and for L. B. Wilson to begin on the same ch. 10), various legal steps intervened. The FCC in its last postponement ruled that it would hold its order in abeyance until 15 days after the appellate court rules on various judicial appeals and motions.

Arguing against the FCC order were National Airlines and North Dade Video. They were joined, in the argument against granting to L. B. Wilson, by Elzey Roberts, former St. Louis broadcaster who seeks to apply for the contested channel.

Defending the 1960 order were the commission, the Dept. of Justice and L. B. Wilson.

Requires Hearing ▪ The FCC cannot take a grant away from a permittee without a hearing, Norman E. Jorgensen, attorney for National Airlines, argued. The rehearing before Special Hearing Examiner Horace Stern was an investigation of the *ex parte* charges, not a revocation proceeding, Mr. Jorgensen maintained.

The commission, he asserted, is using National Airlines as a scapegoat; it has not acted as severely in other *ex parte* cases (Boston, St. Louis, etc.).

Denying that Thurman A. Whiteside, Miami attorney and friend of former Commissioner Richard A. Mack, acted as National's agent, Mr. Jorgensen declared there is no legal prohibition in the Communications Act against *ex parte* contracts with commissioners by persons who are not parties to the proceeding.

Mr. Jorgensen also attacked the commission's decision to make the grant to L. B. Wilson as "action by default." He charged the Wilson application is just as tainted as National Airlines' because Sen. George A. Smathers (D-Fla.) had spoken to former Commissioner Mack. Sen. Smathers was executor of the estate of the late L. B. Wilson, and has denied attempting to influence Mr. Mack's vote.

North Dade maintained that its employment of former FCC Commissioner (and former congressman) Robert F. Jones can't be counted as an attempt to subvert commissioners or the FCC's decision, because he was hired only to attempt to persuade Congress to legislate against an airline holding a tv grant from the federal government. He was hired to "neutralize" the alleged pressures emanating from other applicants, Alex Boskoff, North Dade attorney, argued.

His statement prompted Circuit Judge E. Barrett Prettyman to comment that to "neutralize" also could mean to secure congressional pressures on the FCC in favor of North Dade. Mr. Boskoff declared the record denies this interpretation.

Sitting with Judge Prettyman were Circuit Judges George T. Washington and John A. Danaher. They are the same three judges who heard the original appeal in the Miami ch. 10 case.

Wilson Grant Attacked ▪ Elzey Roberts held the FCC can't grant ch. 10 to the L. B. Wilson firm because the applicant today is not the same one who originally filed. There have been 10 to 20 changes in ownership interests, J. Roger Wollenberg, attorney for Mr. Roberts, contended. Mr. Wollenberg held that the FCC is legally required to open the ch. 10 contest to new applicants.

Judge Prettyman asked whether the commission's order isn't, in a sense, a middle course between foreclosing new applicants and opening the contest to all. He alluded to the fact that the FCC granted Wilson only a four-month license on the expressed hope that when the license comes up for renewal other applicants will apply.

The arguments by National and North Dade are "incredible," said Max Paglin, newly-appointed FCC general counsel, who argued for the commission.

Both National and North Dade, Mr. Paglin said, tried to hire or did hire additional counsel, even though the record was closed and there remained nothing to do for anyone but FCC.

There was nothing Mr. Whiteside could offer at that point, Mr. Paglin charged, "but friendship with Mack."

As for North Dade, Mr. Paglin asked rhetorically: "What was Mr. Jones hired to do that was proper?"

Judge Danaher questioned Mr. Paglin about the climate at the FCC at that time regarding *ex parte* conversations with commissioners. which, Judge Danaher said, "seemed welcomed, even invited."

Mr. Paglin insisted that these occurrences involved rulemaking proceedings, never adjudicatory proceedings.

Denfending the grant of ch. 10 to the Wilson company, Mr. Paglin maintained that control of the company was in the same hands as when the application was first tendered. These are, he said, C. H. Topmiller, Mrs. Jeanette Heinze and Thomas A. Welstead. L. B. Wilson Inc., Mr. Paglin pointed out, is the licensee of WCKY Cincinnati and this station's license was renewed in 1959.

No Standing ▪ Since National Airlines and North Dade have been disqualified, they have no standing to protest the grant to Wilson, Mr. Paglin contended. Mr. Roberts is not even a party, since he has no application pending, the FCC attorney added.

L. B. Wilson's grant of ch. 10 cannot be protested by National Airlines or North Dade because they have been disqualified, Robert A. Marmet, Wilson attorney, told the court. The grant to Wilson, he said, is a non-comparative one.

Mr. Marmet said National Airlines

Freeloaders safe

A booster system in Omak, Wash., has figured out a way to get rid of the free-riders who don't pay their way: Let us scramble our pictures, and in this way those who want our service will have to pay for it. This was the request submitted to the FCC by the northwestern reflector organization. The Omak request said that only one third of its users are paying for the service; the rest are free loaders. The Omak system runs seven boosters for its area. It was one of the first to establish low power booster operations, years before it was legalized by the FCC in 1960. The FCC's answer, the same as it has been in about half dozen such suggestions over the past five years from translator operators as well as booster people, was that it is impossible: it's not permitted for broadcast stations (which must transmit to the public at large), and the technical standards prohibit any tampering with a reception free picture.

Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous one.* But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

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PETERS, GRIFFIN, WOODWARD, Inc.
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Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

AT THE RISK OF REPEATING OURSELVES OURSELVES OURSELVES OURSELVES OURSELVES

NIELSEN'S NEW TOP 10 (Two weeks ending February 19th)		
GUNSMOKE	CBS	40.1
WAGON TRAIN	NBC	36.2
HAVE GUN-WILL TRAVEL	CBS	31.0
DU PONT SHOW	CBS	30.5
CANDID CAMERA	CBS	30.2
RAWHIDE	CBS	30.1
ANDY GRIFFITH	CBS	30.0
DENNIS THE MENACE	CBS	29.1
ED SULLIVAN	CBS	28.4
UNTOUCHABLES	ABC	28.2

A Frenchman once said the more things change the more they stay the same. This seems to be borne out by the latest Nielsen report which credits the CBS Television Network with broadcasting 8 out of the 10 most popular programs in television. Actually, this network has achieved, or surpassed, this performance 35 times in the past five-and-a-half years. During the same period no other network has matched this performance even once. Could it be a trend?

is enjoying $750,000 yearly revenues from operating the Miami station.

The Dept. of Justice took a single viewpoint on the FCC action respecting National Airlines and North Dade. The "intent" of National and North Dade was to distort the FCC's processes when they attempted to hire or did hire other counsel to participate, Justice said. The record was closed and there was nothing further to be done by the parties; this was "influence peddling" pure and simple, said Lewis Bernstein, Justice Dept. attorney.

Boston to Supreme Court ▪ Meanwhile, a petition asking the U. S. Supreme Court to review the FCC's action in the Boston ch. 5 case was filed last week. In the Boston case the FCC voided its 1957 grant to the *Boston Herald Traveler* and found that both that applicant and Massachusetts Bay Telecasters Inc. engaged in off-the-record activities. The FCC did not disqualify any of the applicants, however, but said the record would be reopened for determination of whether a new grant should be made. The FCC authorized the *Boston Herald-Traveler* to continue operating WHDH-TV on a temporary basis. The ruling was affirmed by the appeals court last January.

Earlier, the commission issued instructions in the Miami ch. 7 case indicating it would void its grant to Biscayne Television Inc. and disqualify Biscayne and two other applicants because of off-the-record contacts with FCC commissioners (BROADCASTING, March 20). Other *ex parte* cases are Orlando ch. 9, Jacksonville ch. 12, St. Louis ch. 2 and St. Louis ch. 11.

ALABAMA'S TOWERING NEW LEADER!

NEW TOWER—1209 FEET

Alabama's tallest tower stands 1209 feet above the ground, 1549 feet above sea level.

NEW POWER-100,000 WATTS

Serving 197,300 television homes. Total population: 1,062,100 with 261,700 total homes in the area.

CHANNEL 4

Covers 48 counties: 25 in Georgia, 13 in Alabama, and 10 in Florida. Retail sales in 1959 for WTVY viewers total $824,295,000.

CBS WTVY ABC

DOTHAN, ALABAMA

Call Daren McGavren, National Reps; Clarke Brown, Southern Rep; or F. E. Busby at SY 2-3195

San Joaquin Valley to have all-uhf tv

An all-uhf preserve in California's San Joaquin Valley was completed (on paper, at least) by the FCC last week with the deletion of ch. 10 from Bakersfield and the addition of chs. 23 and 51.

At the same time, the commission ordered a hearing on modification of the license of KERO-TV Bakersfield to specify operation on ch. 23 in lieu of the deleted ch. 10. Last summer, the FCC began the valley deintermixture process by deleting ch. 12 from Fresno and changing KFRE-TV's assignment from that channel to ch. 30 (BROADCASTING, July 11, 1960).

According to the commission, the new allocations "will enable existing San Joaquin Valley tv stations to compete more effectively and enhance opportunities for adding new tv stations in the valley." In last week's action, the FCC reassigned ch. 12 to Santa Maria, Calif., but made no new disposition of ch. 10. Several conflicting pleadings for reassignments of the two vhf channels were denied.

As a part of the decision last week, ch. 39 Bakersfield was reserved for educational use and ch. 45 was substituted for ch. 37 in Delano, Calif. The Bakersfield deintermixture will become effective Dec. 1, 1962, the expiration date of KERO-TV's license for operation on ch. 10—or at any earlier date the station commences operation on ch. 23.

Lishman resignation announced by Harris

Rep. Oren Harris (D-Ark.), chairman of the Regulatory Agencies Subcommittee, announced Thursday the resignation of Robert W. Lishman as chief counsel. Mr. Lishman had served the new subcommittee's predecessor, the Oversight unit, for three years. His resignation is effective April 1.

Rep. Harris, who expressed deep regret at Mr. Lishman's impending departure, said he would be succeeded by Charles P. Howze Jr., a staff attorney with Oversight the last two years. This appointment will "probably" be permanent, Rep. Harris added.

As Rep. Harris conceded, the announcement of Mr. Lishman's resignation was not a surprise. Mr. Lishman has indicated for months that he would like to return to his private law practice in Washington.

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Entering our fifth consecutive year of production, we have a firm faith in the future. . . . A faith based upon the conviction that we have the answers to many of your problems.

From deep in the heartland of America . . . to cosmopolitan centers . . . from Hong Kong to Berlin . . . our shows are utilized with telling effect. We invite you to climb aboard our Bandwagon of Success!

QUALITY CAN STILL BE BOUGHT AT ECONOMY PRICES

Each of the following programs available . . . ten hours per week:

TOP FORTY FORMATS
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POPS CONCERT PROGRAMS
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DICK HAYNES SHOW
JOHNNY BOND . . . THE RECOGNIZED PERSONALITY IN THE C&W FIELD

Five Minute Features and A Commercial Service, and More on the Way—Soon with Ecco-Fonic Sound.

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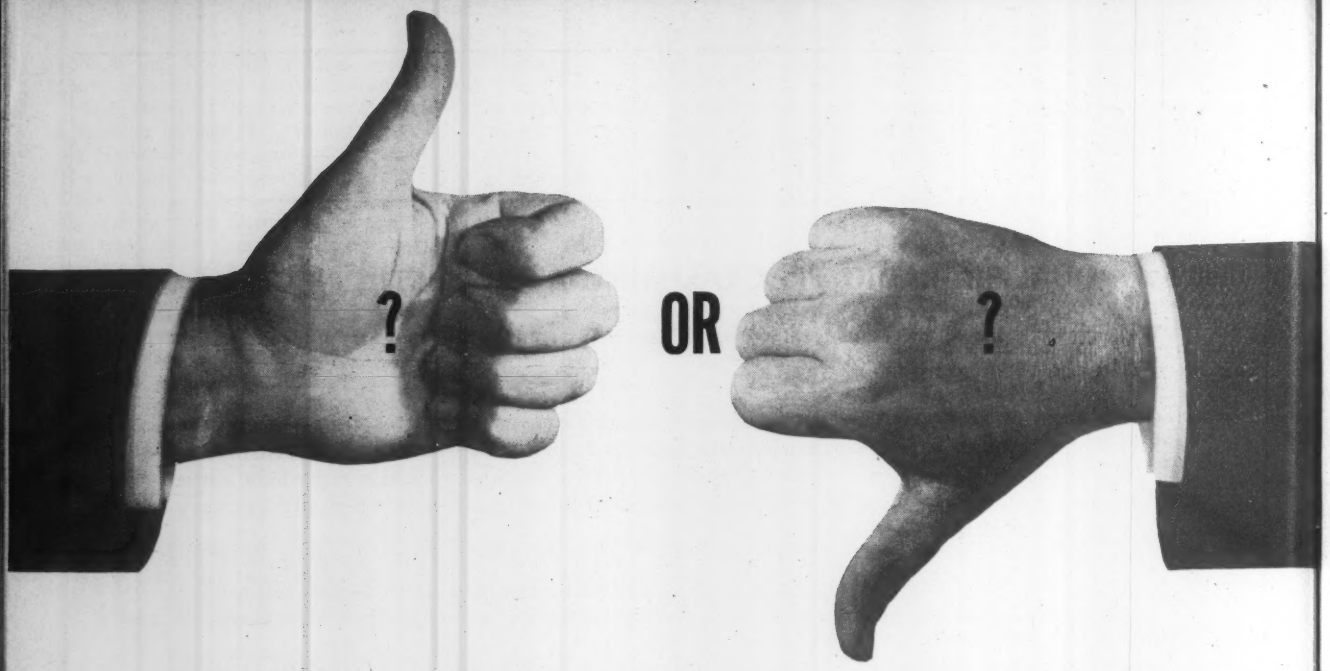
Phone: EMpire 2-2464

Jim Ameche,
President

WDEF Chattanooga
JIM AMECHE SHOW
Latest Survey
10AM-11AM **35.3**
11AM-12 Noon **38.2**
HIGHEST RATING IN TOWN



WHO MAKES THE BIG AGENCY DECISIONS SO IMPORTANT TO YOU?

Here's a discovery to ponder. Recently the A. C. Nielsen Company — world's largest marketing research organization — queried executives at the country's 50 biggest television and radio agencies. (Collectively, the Top 50 agencies spend **nearly 1½ billion dollars** of all broadcast advertising money invested annually. Their individual TV-radio billings range from approximately $125,000,000 to $6,500,000 a year.)

These are pretty important people. Nearly three-quarters of them are media directors, assistant or associate media directors, media supervisors and media buyers. Others are account executives and group supervisors (7%); V.P.'s in charge of TV-radio, or TV-radio directors (4%); top management executives (5%); research or other functions (12%).

One of the things Nielsen wanted to find out is this:

> ***To what degree do these individuals play an influencing part in the selection of (1) MEDIA, (2) MARKETS, and (3) STATIONS?***

For how they answered, see the facing page . . .

...DECISIONS ON MARKETS? 91% say they participate in decisions on MARKETS to be used. Of these:

REGULARLY (81%) OCCASIONALLY (19%)

...DECISIONS ON MEDIA? 93% say they participate in decisions on MEDIA to be used. Of these:

REGULARLY (82%) OCCASIONALLY (18%)

...DECISIONS ON STATIONS? 86% say they participate in decisions on STATIONS to be used. Of these:

REGULARLY (88%) OCCASIONALLY (12%)

Men and women who make important decisions like those are important to YOU, too! Which is why we think you should *also* know what they told Nielsen about their responsiveness to the four principal business publications in the TV-radio field. Here, briefly, is the box-score:

1) ***For broadcast media news and information,*** BROADCASTING is read by more of them than any of the others.

2) ***For reporting of current trade events,*** BROADCASTING is preferred 2-to-1 over the next-best — and 70% over the other three combined.

3) ***They express the most confidence*** in BROADCASTING—86% more than for the next-best magazine.

4) ***They consider the most useful publication*** to be BROADCASTING — by a 21% margin over the second-best (143% over the other two combined).

5) ***For your advertising, they recommend — to best reach them*** — that you use BROADCASTING (which outscores the second-best magazine by 42%, the rest of the field by 185%).

6) ***Your advertising is likely to have the most impact on them,*** they say, when it appears in BROADCASTING. They rank BROADCASTING decisively ahead of the nearest competitor by 57% — and 80% ahead of the two stragglers combined.

Executives whose livelihood depends upon making decisions aren't likely to make them lightly or without sound reasons. It stands to equally sound reason that when YOU make decisions about where to run your own advertising, the advice of your own best prospects is the safest guide you can follow!

BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

SENATE APPROVES ETV AID

House subcommittee hears pros & cons of subsidy; Harris says he favors quick use of etv channels

Federal funds for educational tv received two powerful boosts last week in Washington, but at the same time voices were raised urging caution.

The Senate passed, 67 to 13, the measure sponsored by Sen. Warren G. Magnuson (D-Wash.) to give every state and the District of Columbia $1 million to build etv facilities.

On the House side, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, put himself on record as determined to see that the reserved educational tv channels are used for that purpose as speedily as possible.

Mr. Harris made his views public during hearings by his committee's Communications & Power Subcommittee on legislation to appropriate federal funds for each state for educational tv. He said he feared the channels might be lost by educators if they aren't used quickly. If they aren't utilized soon, he said, they may go by default to commercial broadcasting, the military or for space communications.

He's taking steps immediately, he said, to ask all state governors to report what they plan to do with any federal funds they receive for etv.

The Senate-approved bill would appropriate the $1 million on a straight grant basis. Several House bills, however, would require the states to match the federal subsidy.

Keating Amendment ▪ An amendment to the Senate bill, offered by Sen. Kenneth B. Keating (R-N.Y.) and accepted by the committee, provided that the federal funds go only to state agencies. The state, however, could distribute the federal money to private-nonprofit groups.

The Senate action came after Health, Education & Welfare Secretary Abraham Ribicoff urged delay. He said Congress should await a report by the National Assn. of Educational Broadcasters and that further consideration should be given to state-wide and regional development of etv.

Mr. Ribicoff asked that any measure adopted by Congress require that states allocate sufficient funds for etv operation. He expressed his belief that educational tv appropriations should be considered within the broader context of federal aid to education.

House Bills ▪ The House committee is considering seven measures. These range from outright grants, similar to the Senate-approved measure, to those requiring matching state funds.

As it did before the Senate, the FCC approved the objectives of the etv bills. Chairman Newton N. Minow, accompanied by Commissioner Frederick W. Ford, put himself personally and his agency on record as favoring maximum aid for etv.

During testimony by a score of witnesses, mostly educators, various committee members expressed reservations on portions of the bills. These included:

- Fear that federal government aid might mean federal interference in education.
- A belief that the states should finance etv themselves.
- Suggestions that the legislation, if passed, permit use of federal funds for leasing of cable or microwave links to interconnect etv stations.

A trio of Tennesseans at the FTC

Paul Rand Dixon (l) takes the oath of office as chairman of the Federal Trade Commission in a ceremony at the commission Tuesday. Swearing him in is Judge Samuel Whittaker of the U. S. Court of Claims, a long-standing friend and fellow Tennesseean (r). Sen. Estes Kefauver (D-Tenn.) holds the Bible. Mr. Dixon in 1957 was staff director of Sen. Kefauver's antitrust subcommittee.

More than 150 friends and well-wishers attended Mr. Dixon's swearing-in.

Supreme Court agree to review Poller suit

The U. S. Supreme Court last week agreed to review the triple-damage antitrust suit filed against CBS by Low Poller, one-time uhf broadcaster in Milwaukee.

Mr. Poller claims CBS and others conspired to monopolize uhf broadcasting in Milwaukee when CBS bought ch. 19 WOKY-TV there in 1955 and transferred to it the CBS affiliation in that city (later WXIX-TV). Mr. Poller claimed he suffered $1.45 million damages when he sold his ch. 25 WCAN-TV equipment to CBS for $500,000 (and in return received the equipment of WOKY-TV) because, he alleges, he was once offered $2 million for his ch. 25 station.

The suit was dismissed by a federal judge in U. S. district court in Washington in 1959. Mr. Poller appealed this dismissal to the appellate court in Washington, and last November the appeals court upheld the dismissal by a 2-1 vote. The appeals court found CBS innocent of monopoly or restraint of trade and held Mr. Poller's loss resulted from his own "improvidence" in contracting for extra and new equipment in the expectation that CBS would not rescind its affiliation contract with him (BROADCASTING, Nov. 14, 1960).

In Mr. Poller's brief to the Supreme Court, he raised questions involving a network's right to exercise contractual provisions for affiliation cancellation and whether "contributory negligence" is sufficient grounds to dismiss an antitrust case.

CBS operated ch. 19 WXIX-TV in Milwaukee until 1959 when it sold the permit to Gene Posner who now operates it (on ch. 18). Mr. Poller still holds a permit for ch. 25's WCAN-TV in Milwaukee, but it has gone off the air.

HEAR YE! HEAR YE!

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FCC told WBC free of antitrust activity

With the backing of the Justice Dept., Westinghouse Electric Co. has taken steps to assure the FCC that none of the officers, directors or employes of its broadcasting subsidiary was involved in recent antitrust activities of which some of the parent company executives were convicted.

E. V. Huggins, vice president of Westinghouse Electric, wrote the commission that only three employes of the parent company have positions of significance at Westinghouse Broadcasting Co. They include Westinghouse Electric President Mark W. Cresap Jr., Board Chairman Gwilym A. Price, and Mr. Huggins, all of whom also are directors of WBC.

Mr. Huggins sent the FCC a letter he received from W. Wallace Kirkpatrick, acting assistant attorney general. Mr. Kirkpatrick stated that, aside from the three directors above, "and so far as our present knowledge is concerned, neither Westinghouse Broadcasting Co. nor any of its officers, directors or employes was involved in any of the recent pending antitrust cases."

The antitrust action related solely to the manufacture and sale of electrical products used in the generation, transmission and distribution of electrical energy, Mr. Kirkpatrick said, and not to radio or television broadcasting or sale of radio or television apparatus.

It was reported earlier (BROADCASTING, Feb. 27) that there have been unofficial discussions within the FCC as to what action, if any, the agency might take following the antitrust convictions of Westinghouse and General Electric executives. Westinghouse owns WBZ-AM-TV Boston, KDKA-AM-TV Pittsburgh, KEX Portland, Ore., WJZ-TV Baltimore, KYW-AM-TV Cleveland, WOWO Ft. Wayne, Ind., WIND Chicago, KPIX-TV San Francisco and WBZA Springfield, Mass. The licenses of the Boston, Pittsburgh, Portland and Baltimore stations presently are up for renewal.

General Electric owns WGY-WRGB (TV) Schenectady, N. Y., which also are awaiting renewal.

Confidence that the FCC will "fairly evaluate" the broad achievements and record of WGY and WRGB (TV) Schenectady, N.Y., stations owned by General Electric Co., was expressed last week by J. Milton Lang, general manager of GE's broadcasting stations.

"The unauthorized action by GE employees who were convicted recently in Philadelphia in the electrical equipment antitrust cases, and for which the company was technically held responsible, were in fields not in any way related with radio and tv broadcasting," Mr. Lang stated. He called attention to the stations' long "dedicated course that more than fulfills the responsibilities of broadcasting in the public interest, convenience and necessity."

Campaign complaints to be aired

WATCHDOG GROUP SET TO HEAR POLITICAL GRIPES

The Senate Watchdog Subcommittee has 50 complaints lined up for three days of hearings beginning today (March 27) on alleged broadcaster bias during the 1960 presidential campaign.

The subcommittee, headed by Sen. Ralph W. Yarborough (D-Tex.), will hear testimony primarily from the FCC. But in all, some 20 witnesses are expected to be heard.

Those whose names have been announced in advance include Roger Kent, chairman of the California State Democratic Executive Committee; R. Peter Straus, president of WMCA New York; Sen. Thruston Morton (R-Ky.), chairman of the Republican National Commitmittee; State Sen. Charles L. Murphy, of Bismarck, N. D., and John W. Boler, president of KBMB-TV Fargo, N. D.

In addition, representatives of four San Francisco stations are reported to have been invited to testify. The stations are KPIX (TV), KCBS, KRON-TV, and KGO-TV Translator. They were invited in connection with Mr. Kent's complaint that a speech by former President Eisenhower in San Francisco on October 20 was not non-political, as asserted at the time, and that the Democratic party was entitled to equal time.

WMCA has been called because of the editorial it broadcast last fall endorsing the candidacy of John F. Kennedy. Sen. Morton will represent the Republican party in this complaint.

The North Dakota case reportedly involves a documentary on state hospitals filmed, KBMB-TV asserts, as a public service to illuminate one of the issues in the state's political campaign. The complaint charges the documentary was favorable to the administration.

Sen. Yarborough said the hearings should provide a more complete picture of how well the political broadcasting laws and regulations are operating. He also said the hearings will be of interest to Congress in considering future policy in this area.

The Watchdog unit, a subcommittee of the Commerce Committee, was created to keep an eye on how well broadcasters used the freedom given them by relaxation of the equal-time provisions of Sec. 315 of the Communications Act. Legislation (S 204) has been introduced to make permanent last year's temporary suspension of that act as it applied to presidential and vice presidential candidates.

The Senate Communications Subcommittee has already held preliminary hearings on the bill (BROADCASTING, Feb. 6), and is expected to complete them next month.

Theatre owners take pay tv to court

Pay television moved into the courts last week when the motion picture exhibitors who are fighting the FCC's approval of a Phonevision test in Hartford, Conn., asked the U. S. Court of Appeals in Washington to reverse the commission.

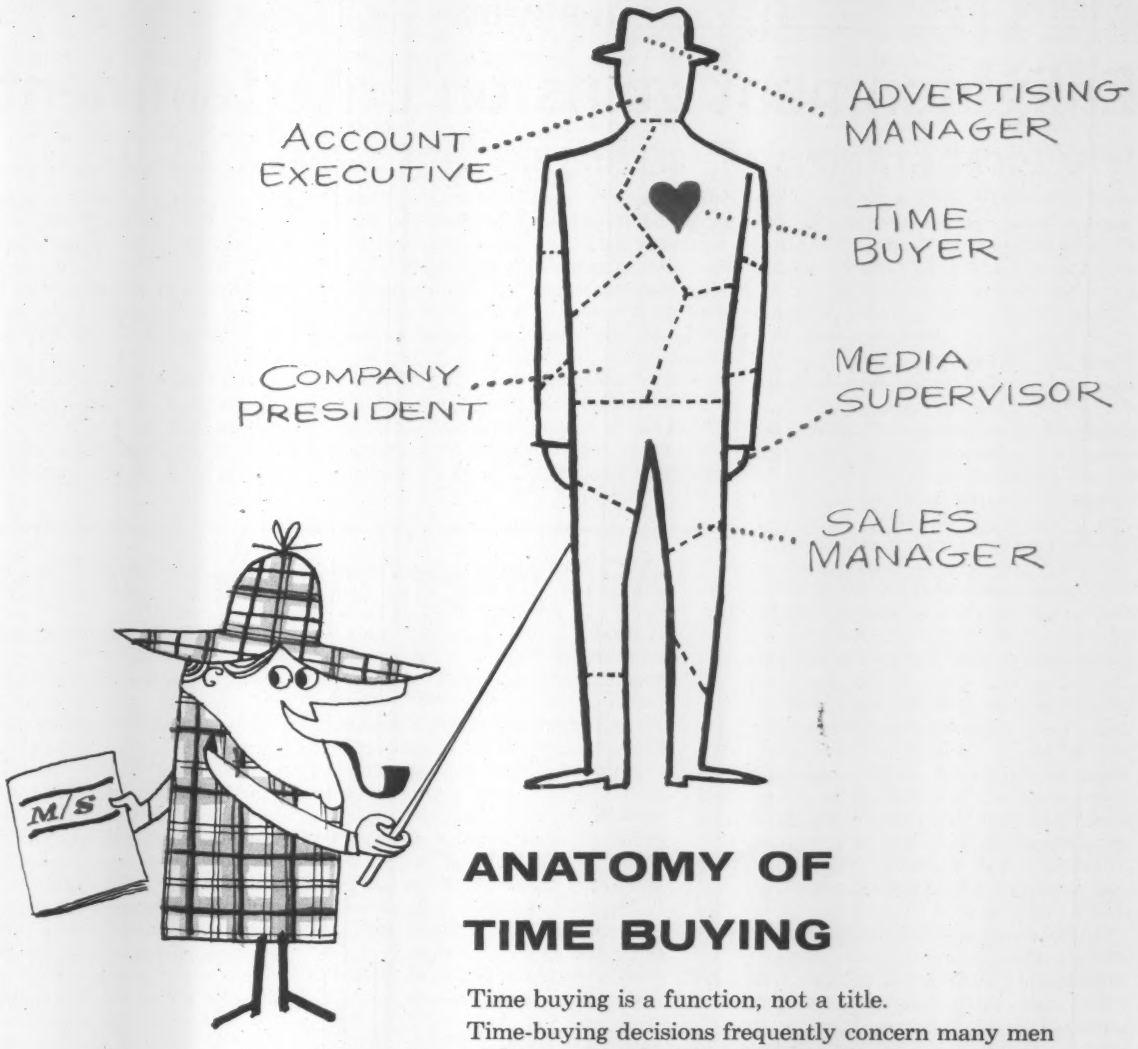
The Connecticut Committee Against Pay TV, comprising motion picture theatre owners in the Hartford area, announced that the appeal would be made. The announcement was made at the mid-winter board meeting of the Theatre Owners of America in Washington last week.

The anti-pay tv group is prepared, it was announced, to carry the case right up to the Supreme Court. The decision to appeal was reported by Philip F. Harling, chairman of the anti pay-tv committee of TOA. Mr. Harling also is chairman of the national Joint Committee Against Pay Tv. He said the appeal would be based on the charge that the FCC failed to give proper consideration to the exhibitors' claim that pay tv is not in the public interest and also that it would raise the question of the FCC's jurisdiction to take any action on subscription tv.

"We do not believe the public air waves can legally be subjoined by private interests for private profit," Mr. Harling said, "and therefore the FCC has no authority to make such a grant."

The FCC approved the application of RKO General Inc. for permission to stage a three-year test of pay tv over its ch. 18 WHCT (TV) Hartford, Conn. (BROADCASTING, Feb. 27). The commission approval came after a week-long hearing before the FCC *en banc* in which the Connecticut theatre group opposed the grant.

Little Rock Test ▪ A closed circuit, wire pay tv system is under consideration for Little Rock, Ark., where a group has taken out a franchise for the Telemeter system, a development owned by Paramount Pictures Inc. The Little Rock group has asked the Arkansas Public Utilities Commission for an order requiring the Southwestern Bell Telephone Co. to furnish lines for this project (BROADCASTING, Jan. 30).



ANATOMY OF TIME BUYING

Time buying is a function, not a title.

Time-buying decisions frequently concern many men and women in the advertising-marketing complex.

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Enlightenment gains on entertainment

HOW LOCAL STATIONS ARE BEEFING UP THEIR INFORMATION SHOWS

In practically all U.S. markets, the viewers of grassroots television are getting an insight into local and regional issues, problems, news, history and culture that they've never had before.

They are learning not only about their local bond issues, schools, hospitals and city governments, but also about such broader questions as juvenile delinquency, minority groups and their problems, slum clearance, medical and scientific advances, social problems, economic influences, art exhibits and music concerts, theatrical activities and resort and recreation facilities and needs—all personalized for them in terms of what's going on in their own communities.

A great many viewers are learning more than they really want to know. Given a choice, the majority chooses entertainment over enlightenment, and local advertisers tend to show the same preference in selecting programs to carry their commercial messages. But despite the inclination of both audiences and sponsors to rate entertainment ahead of information, most stations feel their information programming has values beyond those calculated in rating points or dollars and cents—and often can submit documentary evidence to prove it.

These conclusions are drawn from a BROADCASTING survey of a subject never canvassed in such depth before: The extent and acceptance of television's public-affairs programming at the local level.

To keep the study within manageable limits, the survey planners concentrated on so-called "Doerfer Plan" programming—public-affairs programming presented by local stations in tandem with specified programming presented nationally by their respective networks.*

The survey produced a seldom-matched rate of response—signed usable questionnaires from 299 out of the approximately 490 stations that are network affiliated. And two points quickly became evident: (1) The programming that stations present as a result of the Doerfer Plan is in most cases only a part—in many cases only a small part—of their total information programming, much of which pre-dates the Doerfer Plan by several years, and (2) although the survey's emphasis on the Doerfer Plan necessarily limited it to network-affiliated stations, a number of non-affiliated stations received and returned questionnaires showing that on their own initiative they have more than matched the Doerfer Plan's minimums.

Most Stations Participate ▪ Here is what the survey found in terms of local participation in the Doerfer Plan project:

Affiliates carrying network Doerfer Plan programs: 210 out of 229 affiliates who responded, or 91.7%.

Affiliates presenting their own Doerfer Plan programs in the periods yielded

* The plan derived its name from John C. Doerfer, then FCC chairman, who got the networks to participate. Each network agreed to present a total of one hour of "informational, educational or cultural programming" in prime evening time each week, and to give up to its affiliates one half-hour of this time for local programming of a similar character every third week. The plan went into effect last November. Since then it has undergone some modifications; CBS-TV, for example, now gives its affiliates their half-hour every fourth week instead of every third. Moreover, some network officials now take the position that the plan is unnecessary because they normally present much more public-affairs programming than the minimum called for in the Doerfer Plan. On the other hand NAB President LeRoy Collins, without referring to the Doerfer Plan, is currently advocating that the networks commit themselves to present a weekly minimum of perhaps two hours of "quality programming" apiece (BROADCASTING, March 20; CLOSED CIRCUIT, March 13).

ABC stages contest for Doerfer

It takes a good budget, a management that's high on enthusiasm and productive imagination to put together a worthwhile local Doerfer Plan program, say those close to the so-called *Expedition! Local* contest.

That competition is nearing its final stages. Three winners will be selected in mid-April out of the group of semifinalists picked from a total 33 ABC-TV affiliates which submitted single programs of their individual local series. Basis for an award grant: the affiliate with the outstanding program aired as the local counterpart of the network *Expedition!* (network Doerfer programming and seen on ABC-TV, Tuesday, 7-7:30 p.m.).

Plan Has Sponsor ▪ Backing the competition is the Ralston Purina Co., advertiser of the network show (and in its spot buying a purchaser of some of the local Doerfer plan *Expedition!* shows), and the National Education Assn. (which also is supplying judging talent).

In the preliminary round just last week, a total of nine stations were qualified as semifinalists. The stations and the programs, along with some general explanation of the "philosophy" or nature of the series, follow:

▪ KTVI (TV) St. Louis—*Expedition! St. Louis—The Constant Protector,* a study of the operations of the St. Louis Police Department. Each of the local series is written, produced and filmed entirely by the station's own personnel. Extensive use is made of a helicopter to film the 13-program series. As is the case with many stations, the local shows as well as the network *Expedition* episodes are expected to become part of the school system's classroom activities (and with required home viewing).

▪ KABC-TV Los Angeles—*Expedition! Los Angeles—the 13th Month,* a study of the forest fire watcher and fire fighter services. The program series live and on film and is produced in cooperation with a regional educational tv advisory committee. The show carries spot announcements, and KABC-TV claims its ratings are better than those of the previous show replaced.

▪ WABC-TV New York—*Expedition! New York—Education Tailor-Made,* a study of the special schools for handicapped children maintained by the city's public school system. Also on film and tape, this series examines the City of New York from various aspects (harbor, education, United Nations, Harlem, via eyes of poets and authors and through newspapers, etc.). Ralston Purina is listed as a sponsor on a spot basis. Its program entry, *Tailor-Made,* received an audience reaction that encouraged the station to repeat the show, an unprecedented action (it's also been submitted for an Ohio State broadcasting award).

▪ KOMO (TV) Seattle—*Expedition! Northwest—Cattle Roundup in British Columbia,* a portrait of a roundup on the continent's largest ranch. This show is on tape run by staffers or uses film shot by northwest "adventurers." Commentary is

to them by their networks for that purpose: 202, or 88.2%.

By networks, the answers follow:

	ABC-TV (52 respond)	CBS-TV (75 respond)	NBC-TV (64 respond)	Dual Affiliates (38 respond)
Carry network's programs..	96%	93%	95%	76%
Show own programs..	96%	93%	89%	66%

Although identical percentages of ABC and CBS affiliates were carrying both network and local Doerfer Plan programs (see table above), this evening-out was a mathematical happenstance. Failure to carry the network material does not necessarily mean failure to present local material, or vice versa. Among affiliates of all networks, a relatively small number of stations are presenting local programming of Doerfer Plan character but are bypassing their network feeds, while a few others carry the network material without supplementing it locally.

Failure to participate in one or both types of programming — network or local—sometimes was reported to be unavoidable rather than deliberate. A few stations said that for one reason or another they could not get the material offered by their networks. At least one said it had abandoned its efforts to present a local version of the network program because the hour provided for it—10:30 p.m. EST—was so late that the station could not interest local residents in coming to the studio to take part.

Few Exceptions ▪ A handful did say flatly that they were not carrying Doerfer Plan programs of either the network or the local variety. These stations were programming entertainment shows, mostly from network sources, in the Doerfer Plan hours. Two stations said they carry their network's efforts but simply sign off a half-hour early every third week when their own Doerfer time comes.

At the other extreme, some dual affiliates were carrying the Doerfer Plan offerings of both of their networks and in addition were presenting two Doerfer entries of their own.

What luck are stations having in selling their local offerings?

Better than one station out of five finds a sponsor, judging by the survey results. A total of 46 stations said they had sold their local programs—46 out

Plan programs

by station personnel. Sponsor is the Seattle First National Bank. It's been high in local ratings.

▪ KGO-TV San Francisco—*Expedition! California—Clipper Ships and Paddlewheels,* the story of great sailing ships, ferry boats and river boats, pleasure craft and shipwrecks in the Bay area. The KGO-TV concept has been to present a series on the early pioneering years in California, with a focus on the early-day San Francisco Bay area. Ralston and Hills Bros. Coffee share sponsorship of this series. Included in this particular episode were dramatic scenes of shipwrecks along California shores. Of interest: the local show is more popular in its reaction than the network companion.

▪ KTVK (TV) Phoenix—*Expedition! Arizona—Shards of The Ages,* a study of archeological finds in the state. Sponsor of the series is First National Bank of Arizona, the programming sampling Arizona's history and current events in a documentary treatment.

▪ KOCO (TV) Oklahoma City—*Expedition! Oklahoma—Cows, Cowboys and Cow Country,* a retrospective study of the early days of cattle ranching. Also treated in this live production: the oil industry, the "run of '89" and other historical gems. The state governor is host.

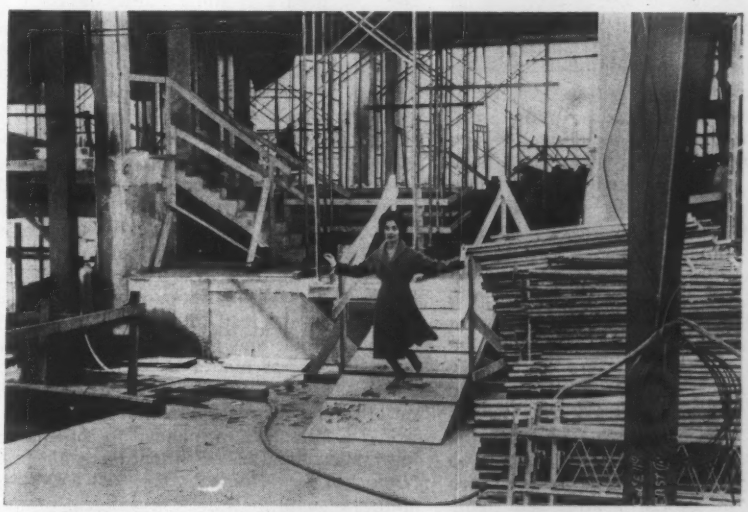
▪ WSIX (TV) Nashville—*Expedition! Tennessee—AEDC-at Tullahoma,* on the experimental work at the Arnold Engineering Development Center and the Air Force missile testing area, is near Tullahoma.

▪ KBTV (TV) Denver—*Expedition! Colorado—The General Palmer Story,* a treatment of the state's pioneer railroad builder. This series also has Ralston Purina associated with it as an advertiser (spot), uses technique showing actual photographs in sequence.

Among judging "points": what the stations did on the air as well as what they did to implement the series.

Also part of the overall competition will be a selection of 359 teachers for awards. They will be picked on the basis of use they made of *Expedition* programs as a stimulant to classroom teaching. Six top awards will include a six-week trip to Europe where the winners can study European educational systems. Another special award enables the recipient to spend five weeks in Washington, D. C., to study governmental operations, and another week in New York to study the UN in action. Still other awards include other trips, while some 300 subscriptions to *National Geographic Magazine* (also a participant) will be given to other winning teachers in the competition.

In every case of local stations programming their version of *Expedition!,* there has been close cooperation with educational groups and various plans for distribution of teachers guides from the Ralston company.



Part of the 'Expedition: New York' series is 'The New West Side Story' which will appear in April showing first performer dancing on stage of Philharmonic Hall of the Lincoln Center of the Performing Arts.

of 198 which answered this question. Sales were reported by 24 ABC affiliates, 14 CBS, 5 NBC and 3 dual affiliates.

But the bare figures can be misleading both ways. They may exaggerate the enthusiasm of local advertisers, because almost half of all sales were reported by affiliates of ABC-TV, whose network Doerfer Plan sponsor, Ralston-Purina, is also underwriting some of the local adaptation of the national program. On the other hand the track record is better than the raw statistics make it appear, because 68 stations—almost half of those which registered No Sale—said the programs were not available for sponsorship.

Advertiser enthusiasm for public affairs programming appears to equate fairly closely with that shown by audiences—at least on a quantitative basis. "Small but loyal" summarizes the descriptions used repeatedly by stations in summing up local audience response to public-affairs shows.

Audience Limited ▪ Extracts from this majority viewpoint find the programs and the public response to them described by broadcasters in such terms as: "Loved by a highly enthusiastic, vast minority" . . . "has a following markedly smaller than the entertainment programs it supplanted, but far more loyal and responsive" . . . "good public relations" . . . "good minority audience reaction" . . . "station prestige is certainly increased" . . . "while we would like greater audience response, we are not primarily working to that end". . . .

Some broadcasters, however, found their audiences far more enthusiastic. Several said their local Doerfer Plan programming was pulling audiences comparable to those of the entertainment shows it replaced. Another substantial number said their local entries were proving more popular than their network counterparts. "Good," "favorable," "wonderful" were used by others to describe local reception.

At the other extreme a few broadcasters could find little or nothing good to report. Said one who is presenting a local series of discussions by space scientists: ". . . There appear to be very few people who are not totally addicted to *Gunsmoke,* and many of these are unreconstructed fight fiends. There are not enough people being slaughtered, butchered or maimed to attract gigantic audiences to the space age—it's much too routine and tame and sissy."

Here are other examples of the pessimistic viewpoint, all from stations that nevertheless are presenting Doerfer Plan programs:

"The Doerfer Plan is a bust. Programming for minority segments *this small* is impractical—our local segments are really good enough to justify Sunday afternoon time, but not prime time" . . . "Forcing cultural and educational programs on the public will not work; they will simply turn off the set or do something else if not interested" . . . "The masses do not want to be informed or educated; they prefer to be entertained". . . .

Added Opportunity ▪ A few said they might not be presenting public affairs programming regularly if the Doerfer Plan had not been invented, but others looked on it as "an extra added opportunity" and a great many more went out of their way to call attention to programming that pre-dates the plan and to other shows that go far beyond the plan's minimums.

Some challenged the timing of Doerfer Plan shows without questioning the plan's objectives, arguing that from an audience standpoint this type of program is hindered more than helped by being scheduled in strong evening hours. Tom Dargan, program director of KGW-TV Portland, Ore., which has carried a weekly *Viewpoint* series of local affairs since the station went on the air, put it this way: "Stations would reach greater audiences with (Doerfer Plan) programming in less 'prime' time where the competition of strictly 'entertainment 'programming is less keen."

The survey also showed that stations not only are participating in the Doerfer Plan locally but are promoting these programs. Many volunteered information on program guides and similar material sent regularly to schools and other institutions to keep them abreast of plans. A large number have enlisted the aid of schools, colleges and other local organizations in preparing public affairs shows, and many of these as well as others reported that their programs had become "required viewing" in schools and that frequently they get requests for film prints, slides or other material for use in clubs and schools.

In preparing their local Doerfer Plan shows, the general custom of affiliates is to follow the lead of their networks in both format and program title—and often in subject matter as well. Thus most NBC-TV affiliates present local variations on the *Nation's Future* theme; CBS-TV affiliates are inclined to set up local shows patterned after *Face the Nation* or *CBS Reports,* and ABC-TV affiliates—with the extra encouragement of a contest offering prizes for the best local versions (see page 64)—generally stage an *Expedition* into local subject matter.

Network Influence ▪ This striving for compatibility between the network and local programming is dramatized when a station switches from one network affiliation to another. WHDH-TV Boston, for instance, explored local problems and community interests in *Expedition! Local* while it was affiliated with ABC; when it switched to CBS-TV the first of this year, its Doerfer Plan programming was continued as *Channel 5 Reports.*

Among stations that do not follow the network pattern but also elect not to originate wholly local programming, the alternative is syndicated programming used either alone or in combination with local programming. The syndicated shows mentioned most frequently by survey respondents in this connection include *American Civil War* (produced by Westinghouse and syndicated by Trans-Lux); *Medicine 1961* (syndicated by Screen Gems); United Nations Radio's *International Zone* (see story page 68), *Danger Is My Business* (NBC Films), *World Artists Concert Hall* (Major Television Productions), UPI—Movietone news films and various films from the National Education Assn.

Here, network by network, is a sampling of some of the programs, formats and subjects being explored in Doerfer Plan programming at the local level:

ABC-TV

The network's Doerfer Plan programming consists of *Winston Churchill: The Valiant Years* (Sun., 10:30-11 p.m. EST), sponsored by Mead, Johnson & Co., and *Expedition* (Tues., 7-7:30 p.m. EST), sponsored by Ralston-Purina. Most ABC-TV affiliates build their own Doerfer Plan shows on the *Expedition* pattern, and some of those adjudged among the best of these are described on page 64 in the report on finalists in ABC-TV's *Expedition* contest. Others include:

Crosley's WIWI (TV) Indianapolis concentrates its *Expedition* on *Knowledge,* testing high school teams in contests based on questions developed through a committee of teachers and art museum representatives. In Atlanta another Crosley station, WLWA (TV), puts on *Expedition: Space,* with experts and high school students discussing space-age questions in a series presented in cooperation with the Air Force, Wright Air Development Div., Dayton, Ohio, and the Miami Valley Educational Tv Foundation.

Triangle's WFIL-TV Philadelphia does not use the *Expedition* approach, but presents *Young Audiences,* a music information program presented in cooperation with Young Audiences Inc. and the local school systems, *Frontiers of Knowledge,* produced in cooperation with the U. of Pennsylvania and showing how that school's research programs benefit industry, national defense

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and the man in the street.

Westinghouse's WJZ-TV Baltimore combines live, film and tape techniques in exploring such historical and contemporary features as the port of Baltimore, early Indian life in Maryland, and city architecture under the title of *Expedition: Local.* WTAE (TV) Pittsbrugh presents programs produced with Carnegie Museum, U. of Pittsburgh, Duquesne U., Carnegie Institute and Mt. Mercy College in an *Expedition: Pittsburgh* that examines such subjects as journalism, local archeological activities and strip mining.

ABC-owned WBKB (TV) Chicago has investigated such diverse local activities as a "sleep laboratory," cancer research and product-testing at Underwriters Laboratory, and in addition presents an outstanding city school student each week and is offering a $1,000 award for the high school student adjudged to have made the greatest achievement in science during the school year. WTCN-TV Minneapolis-St. Paul relies heavily on its video-tape equipment in presenting statewide "expeditions" covering such highlights as the Minneapolis Institute of Art, the Minneapolis Symphony, Indian wild rice harvest, historical sites and church and school activities.

In *Expedition Kansas* KAKE-TV Wichita is covering state history, government, folklore, nature, religion, culture, industry, agriculture, recreation and famous Kansans. KXGO-TV Fargo, N. D., explores its area similarly in *Expedition Red River Valley,* and WLUK-TV Green Bay, Wis., takes much the same approach in *Expedition Fox River Valley.*

WMUR-TV Manchester, N. H., has turned its half-hour over to the local school department for studies of school activities and problems. WSBA-TV York, Pa., uses the city schools' radio-tv coordinator as host of *Expedition Learning.* WMTW-TV Poland Spring, Me., has the cooperation of the Maine, New Hampshire and Vermont education departments in *Expedition Northern New England.* WTVC (TV) Chattanooga frequently presents panel discussions arranged through the Tennessee Education Assn., WISN-TV Milwaukee features school students in visits to other Wisconsin cities, KREM-TV Spokane works in cooperation with its local school district on subjects from geology to cultural opportunities; WOI-TV Ames has the cooperation of the Iowa State U.; WKBW-TV Buffalo works in conjunction with Canisius College; WLVA-TV Lynchburg with the U. of Virginia.

WXYZ-TV Detroit, an ABC-owned station, foregoes the *Expedition* format

UN's 'International Zone' popular informational programming

There's no lack of programming material for stations to use in the local Doerfer hours. The United Nations, for example, has been making available this season a series of skillfully filmed documentaries—*International Zone*—which treat the seldom headlined aspects of the UN.

At NAB's convention in Washington in May, UN tv experts and broadcasters "informally" will meet on the possibility of extending the series' life. This series of half-hour documentaries treating little-known aspects of the United Nations is produced on the basis of a 13-week cycle but with the expectation of one episode aired every three weeks (thus fitting closely the Doerfer programming concept).

The program usually is placed on the air as a local public affairs showcase in prime time and at only nominal handling charges. It's estimated a privately-produced equivalent would cost some $25-30,000 per episode. As of the present time, some five shows have been produced. Among these: an exclusive interview with U. S. ambassador to the UN Adlai E. Stevenson, *Flight 108* that treats of air flight safety from the international viewpoint. *The Man in the Blue Helmet.*

Still others either in production or on the planning board: a program of Danny Kaye's journey abroad on behalf of UNICEF, a review of the year 1960, a probe of economic cooperation via UN agencies, a profile of the interpreter, a treatment of trusteeship, a portrayal of the UN headquarters and a profile of the "delegate."

Emcee Alistair Cooke interviews U. S. Ambassador to the United Nations Adlai Stevenson on "International Zone."

Backers ▪ The UN series is a unique outgrowth of effort of such groups as the U. S. Broadcasters' Committee for the United Nations. Serving on the committee are representatives of the Triangle Stations, of KOIN-TV Portland, Ore., WJAR-TV Providence, KPRC-TV Houston, WWJ-TV Detroit, and KSD-TV St. Louis and of Corinthian, Westinghouse, Transcontinent, Crosley and Storer plus a WDSU-TV New Orleans and an ABC and an NBC representative.

As of the latest count by the two UN media officials most concerned with the series—Michael Hayward and Jeff Sparks—a total of 61 stations have been programming *International Zone* and at varying starts.

One unique advantage of the UN production: The services of Alistair Cooke of *Omnibus* fame at a fee much below that he'd usually expect if he didn't "believe" as the UN officials put it.

Cooke's Recipe ▪ Mr. Cooke is narrator and interviewer for the series, appearing on camera in some sequences.

Some of the non-budgeted material available to the UN production staff: film and other visual material of historic importance in the archives; film footage shot on special assignments in many countries, and interviews such as the one with former Gov. Stevenson. UN facilities include its own laboratory and printing facilities (thus cutting costs) and standing equipment and facilities. As expressed by Mr. Hayward and Mr. Sparks: "Our 'sets and studios' are next to nothing, for mostly we use the United Nations itself and film taken in other countries on other special assignment."

International Zone is an outgrowth, too, of former UN activity: *Dateline UN,* a series of 26 15-minute shows a few seasons ago which was followed by a series of 13 one-half hour programs.

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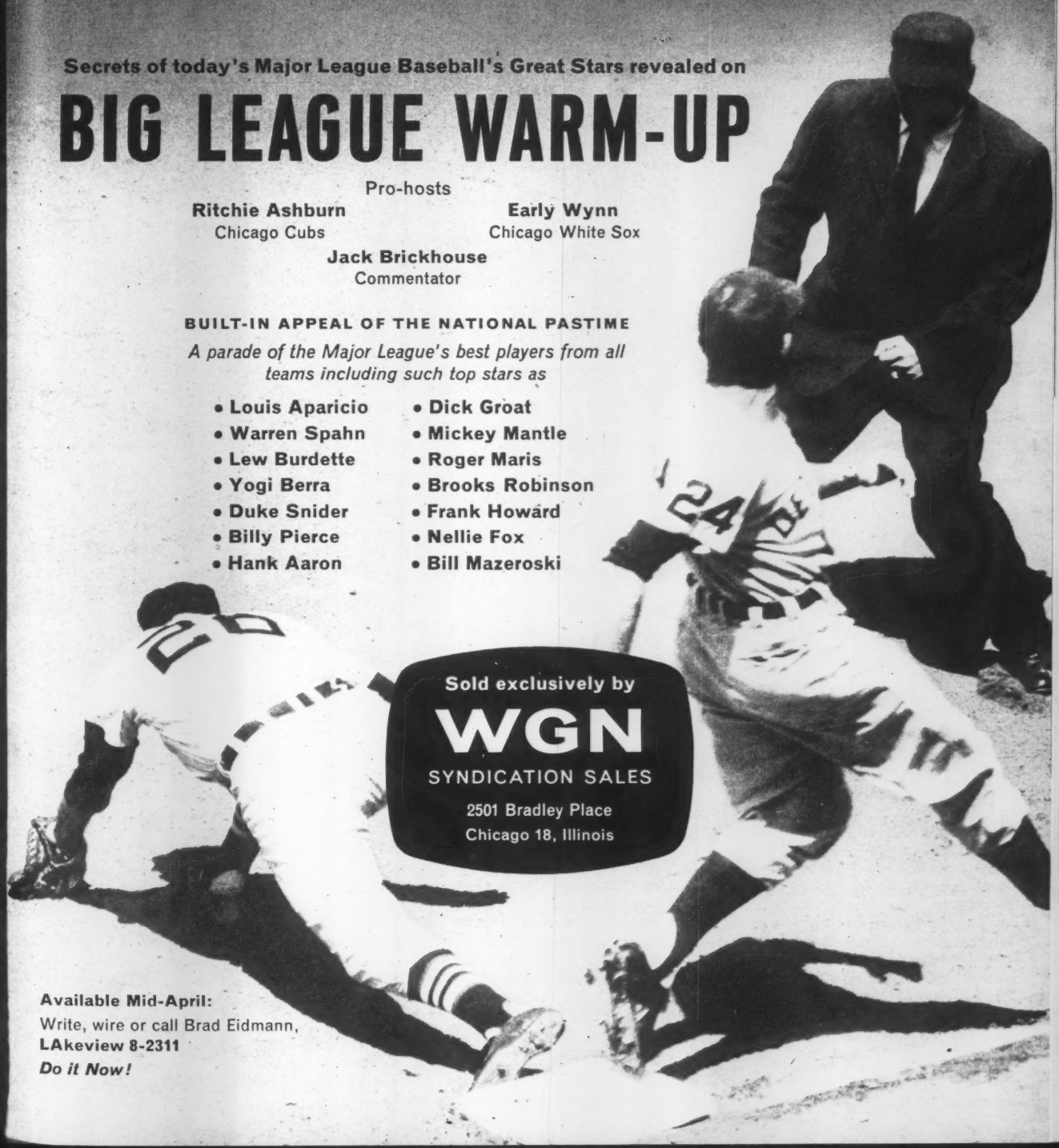

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and tapes its programs at the Henry Ford Museum and Greenfield Village in Dearborn under the title of *The Exciting Years.* WJRT (TV) Flint shows films of foreign countries and then presents local students questioning foreign students representing those countries (arranged through General Motors Institute).

KONO-TV San Antonio seeks out a local authority as narrator on whatever subject is being discussed in its treatment of local institutions and problems. WVUE (TV) New Orleans explores local landmarks with "then-and-now" pictures and reports on local hobbies, historical figures and government and industrial operations. WSJV-TV South Bend-Elkhart presents Encyclopaedia Britannica Films biographies of famous Americans, follows up with a discussion by WSJV-TV President John F. Dille Jr. and a visiting school superintendent.

WLOS-TV Asheville, N. C., reports that while it was not ordered for *Expedition,* it wanted to participate locally and is devoting a half-hour of prime time each week—instead of every third week—to locally-oriented studies of such subjects as alcoholism, art groups, medicine, business, boating safety, traffic safety and education.

WPST-TV Miami supplements the network Doerfer Plan programs with studies of tourism and its importance to the communities, underwater treasure, Florida wild life, museums and the like. WJPB-TV Fairmont, W. Va., concentrates primarily on forums on educational, civic and governmental questions, presenting these weekly as *West Virginia Speaks.*

KTVK (TV) Phoenix produces both for its own use and for KGUN-TV Tucson an *Expedition Arizona* series that focuses on highlights of both the Old West and present-day Arizona. KAYS-TV Hays, Kans., usually concentrates on the early days of its territory, and WFAA-TV Dallas ordinarily examines contemporary subjects such as zoos, the state fair and music.

Some stations like WLYH-TV Lebanon, Pa., use a question-and-answer format tied in with their panels or debates on local issues, some taking questions by phone, others by mail or from the studio audience.

Among stations programming Westinghouse's Civil War series in Doerfer Plan time, some supplementing the films with local live commentary to point up the community relationship, are WLOF-TV Orlando (which said it first tried to get school cooperation for a local series and then took the Civil War programs with school officials' endorsement when the schools were unable to contribute to special programming); WSUN-TV St. Petersburg, WMAL-TV Washington, KMBC-TV Kansas City and WAST (TV) Albany, N. Y.

CBS-TV

The CBS-TV Doerfer Plan programs are *CBS Reports* and *Face the Nation,* which alternate in the 10-11 p.m. EST period on Thursdays, and in many cases affiliates tend to use one or the other of those programs as the pattern for their own.

There are, of course, exceptions to this practice—even among CBS-owned stations. WCBS-TV New York, for instance, presents a local counter-part to *Face,* featuring guests from public life, under the title *Face New York,* KMOX-TV St. Louis similarly explores questions of local significance on *Face the Issue,* as do KNXT (TV) Los Angeles in *Face Los Angeles* and WCAU-TV Philadelphia in *Face Philadelphia.* But WBBM-TV Chicago, another CBS-owned station, presents *Young Ideas,* in which selected youths appear with an adult guest to exchange views on a wide range of subjects.

WHAS-TV Louisville has delved into topics ranging from baseball to politics and local music on *WHAS-TV Reports.* WCCO-TV Minneapolis deals with farm problems, local space-age contributions, medicine, social problems and similar subjects in *WCCO Television Reports.* WJIM-TV Lansing combines forums and documentaries in *Channel 6 Reports,* and KRLD-TV Dallas turns its cameras on local issues and institutions in a program simply called *Report.* WPRO-TV Providence, R. I., has dealt with urban redevelopment as well as politics and social problems on *Close-up.*

WHDH-TV Boston currently is presenting such public figures as the Boston mayor and President Kennedy's brother Ted in discussions of local and national problems on *Channel 5 Reports* (and before its switch to CBS affiliation explored the Boston waterfront and other landmarks, the city's growth and the state's education problems in an *Expedition* series).

Westinghouse Broadcasting Co.'s KDKA-TV Pittsburgh presents courtroom dramatizations titled *The Devil's Advocate,* with the cooperation of the county bar association, in which name guests appear to defend such controversial positions as "the moral climate of the U. S. has reached a new low" (Author Cleveland Amory), "big-time college football is not detrimental to our schools" (Ohio State Coach Woody Hayes) and "capital punishment should be abolished" (criminologist Thorsten Sellin). KPIX (TV) San Francisco, also a Westinghouse station, has a *Direct Line* series in which members of the public are filmed as they ask questions which appropriate city or state officials answer on camera.

WJBK-TV Detroit presents a *Project 2* series of live, tape and film studies of civil defense, local crime, the local transportation system, farm problems and the like. KTNT-TV Seattle-Tacoma capitalizes on an African visit by Connie Page, one of its staff members, in what is planned as a 13-part study of Africa with an educator from the U. of Puget Sound appearing on camera with Miss Page. *Focus on Africa* is the title of KWTV (TV) Oklahoma City's series, which features guests with Dr. Waldo Stephens, the station's human affairs lecturer, who recently returned from five months in Africa.

WTOL-TV Toledo is investigating port facilities, art exhibits, suburban communities, local segregation problems, secondary education, migrant workers and resort facilities on *Series One.* WDBO-TV Orlando has the cooperation of the Orlando Junior Chamber of Commerce, the North Orlando Kiwanis and the Orlando Optimists Club in the preparation of *Central Florida Showcase,* a guest-interview series now in its seventh year and presented weekly.

Educational, cultural, economic and political subjects are studied on *Project 3* on WRBL-TV Columbus, Ga. Foreign exchange students, tornados and their effects, fads and broken homes are among those examined on KOTV (TV) Tulsa's *Eye on Oklahoma,* and politics, medicine, religion and shipping have been singled out on *Project 4* on WJXT (TV) Jacksonville, Fla.

WTOP-TV Washington's *Portfolio* ranges from a taped presentation by Catholic U.'s drama group to a visit to embassies in Washington. WHIO-TV Dayton produces a series on *New Horizons in Medicine.* WTVT (TV) Tampa-St. Petersburg deals with subjects from the Guantanamo Naval Base in Cuba to urban renewal and Epiphany ceremonies in an all-Greek community on *Insight.* WSBT-TV South Bend has ranged from a dramatic show to traffic studies on *Assignment 22,* and KHOU-TV Houston is covering zoning problems, hospital emergency rooms in action, dieting and food fads, and sports and politics on *Southwestern Close-Up.*

WDEF-TV Chattanooga has looked back at the city as it appeared in 1860 and ahead to the planning of the Saturn rocket among its programs on *Scene 12.* WANE-TV Fort Wayne has examined "the woman's place," the meaning of justice and the philosophy of the ministry among other subjects on *Vista '61.*

WBNS-TV Columbus, Ohio, has ranged from Caesarian operations to the Strategic Air Command on *WBNS-TV Telementaries.* WCIA (TV) Champaign, Ill. has dealt with historical subjects, urban renewal, home architecture and

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the work of the state police on *CIA Reports*. WINK-TV Fort Myers, Fla. has visited schools for retarded children, explored educational television's possibilities and studied the work of the nurses auxiliary on *Project 11*. WMT-TV Cedar Rapids has included a documentary on an unsolved murder in a series of programs which under various titles also deal with taxation, education, college financing and the like.

WTIC-TV Hartford, Conn. seeks the guidance of a local committee in trying to look into the future on *Connecticut: What's Ahead?* and across the country KFRE-TV Fresno also attempts to look ahead on *The Future of the Valley*.

Ask —— is used by WMAR-TV Baltimore to let viewers telephone questions which are answered by city officials. WOW-TV Omaha has a similar format for *Your Questions Please*. KCTV (TV) San Angelo, Tex. opens the way for viewers to direct questions to local authorities on *Town Topics* and WTVR (TV) Richmond's *Facing Richmond* and KRNT-TV Des Moines' *Press Conference* rely in part on questions from the audience.

WKRC-TV Cincinnati presents local newsmen in interviews with Congressional members from that area on *Your Man in Washington*. National, state and local officials also appear frequently on such programs as *Face the Carolinas* on WBTV (TV) Charlotte, *Piedmont News Conference* on WSPA-TV Spartanburg, S. C., *Face the State* on WISC-TV Madison, Wis., *Your City Government* on KTTS-TV Springfield, Mo., *Channel 12 Press Conference* on KVOS-TV Bellingham, Wash., *Face the State* on KXJB-TV Valley City, N. D., and *Face the Community* on KCMO-TV Kansas City.

WWL-TV New Orleans has faced up to that area's integration issue as well as traffic safety and other problems on its *Channel 4 Reports*. WKRG-TV Mobile, Ala., has covered city planning and the local Opera Guild Workshop among other topics. WMBD-TV Peoria, Ill., has ranged from local history to court reform, using varying program titles. KGGM-TV Albuquerque has presented two studies of the narcotics problem in its *Face the People* series.

WTVJ (TV) Miami includes biographies (among them: one on LeRoy Collins, former Florida governor, now president of NAB) as well as studies of national and regional problems in its *FYI* documentaries.

Chico State College's television department produces *Chico State Presents*, usually a discussion of regional issues, for KHSL-TV Chico, Calif. Local schools and colleges, bar association, chamber of commerce, city and county officials all help with the production of *Project 7* on KOSA-TV Odessa, Tex. WISH-TV Indianapolis has committed part of its Doerfer Plan time to the mayor's office to explain legislative projects. WKBN-TV Youngstown, Ohio, examined local bombing incidents in "A Profile of Intimidation" on its *WKBN Reports*.

Among a number of stations programming *The American Civil War*, Storer Broadcasting's WITI-TV Milwaukee does so in cooperation with the Milwaukee Public Library and promotes the library's Civil War Centennial exhibits during the "commercial" breaks. KFVS-TV Cape Giradeau, Mo. and KGLO-TV Mason City, Iowa, are among other stations carrying the Civil War series.

NBC-TV

The Nation's Future, presented Saturdays at 9:30-10:30 p.m. EST, is NBC-TV's Doerfer Plan program, and like those of the other networks it often is used as the model for the local programs which affiliates fit into half of this period every third week.

NBC-owned stations themselves have varying formats. WRCV-TV Philadelphia, for example, follows the pattern of the network show, using the same title and often the same subjects, with the local debate originating live before a studio audience immediately following the network program. KRCA (TV) Los Angeles and WRC-TV Washington, on the other hand, are among those that use different titles if not formats. KRCA varies its approach according to subject matter, which has included a report on the elimination of discrimination in Los Angeles and a study of the obligations of churches, as well as debates on various locally directed questions. WRC-TV uses the title *I Live in Washington* but in format and subject matter the program generally follows the pattern of the network's *Nation's Future*.

KVOO-TV Tulsa delves into its area's political, socio-economic and cultural questions in a video-taped series called *Assignment*. WGR-TV Buffalo concentrates to a great extent on documentaries on local business and industry and the area's new business potential in programs called *Buffalo Means Business*. Crosley's WLWT (TV) Cincinnati offers live discussion programs, in color, on such subjects as juvenile delinquency, charity solicitations and capital punishment under the title *Probe*, while its WLWC (TV) Columbus uses the same title for live and film documentaries on civic emergency facilities, medical care for the young, the senior citizen, etc.

WSLS-TV Roanoke, Va., taking the position that the Doerfer Plan program idea is good but the timing for the programs is poor, fills its periods in several ways, sometimes presenting film reports from the National Education Assn., sometimes presenting taped local extensions of the network debates, and sometimes using syndicated programs.

Among the stations which frequently if not always follow the format and topics of the network program are WWJ-TV Detroit on *Nation's Future—Detroit*, KSD-TV St. Louis on *Nation's Future—Dateline St. Louis*, WKY-TV Oklahoma City on *Point of View*, WSM-TV Nashville on *Follow-Up*, WFIE-TV Evansville, Ind. on *Fact of the Matter*, KING-TV Seattle on *Focus Washington*, WCKT (TV) Miami on *Florida's Future*, WNDU-TV South Bend, Ind. on *It Can Happen Here*, WMTV (TV) Madison on *Wisconsin Viewpoint*, and by such other stations as WSB-TV Atlanta, KSTP-TV St. Paul-Minneapolis, KRON-TV San Francisco, WICS (TV) Springfield, Ill., WAVE-TV Louisville, WFMJ-TV Youngstown, Ohio, WFRV (TV) Green Bay, Wis., WRGP (TV) Chattanooga, WINR-TV Binghamton, N. Y., KTSM-TV El Paso, KOA-TV Denver and KPRC-TV Houston under the same title as the network show.

WDSU-TV New Orleans has concentrated on the city's school integration problems on *WDSU News Forum;* KWWL-TV Waterloo, Iowa, has examined high-school attendance problems, new plans for Iowa State Teachers College, and right-to-work laws; WDAF-TV Kansas City has covered politics and jazz among other subjects; WSAZ-TV Huntington, W. Va. has used United Press-Movietone films as the basis for some programs and also has produced its own, including a three-part study of the region's coal industry.

WESH-TV Orlando-Daytona Beach presents scientists and missile experts in panel discussions of space-age developments on *Breakthrough*, developed in cooperation with the Martin Co., manufacturer of rocket equipment. WJAC-TV Johnstown, Pa., presents *Johnstown College Scholastic Quiz*, supervised by Johnstown College, U. of Pittsburgh, with contestants drawn from local schools and scholarships to be awarded to top winners. Baylor U. assists KCEN-TV Waco-Temple with programs on *Central Texas Future*, and local bar association members take part in preparation of *Lawyer on Trial*, an exploration of various local issues in a courtroom setting, on KRBC-TV Abilene.

Springfield Tv Broadcasting Co.'s WWLP (TV) Springfield, Mass. and WRLP (TV) Greenfield-Brattleboro use a combination of film and live programming in dealing with art, scientific, educational and social subjects on *Focal Point*, which has included interviews with Norman Rockwell on art and Artie Shaw on jazz. WCSH-TV Portland, Me., has transferred its four-year-old *Perspective* examination of local and

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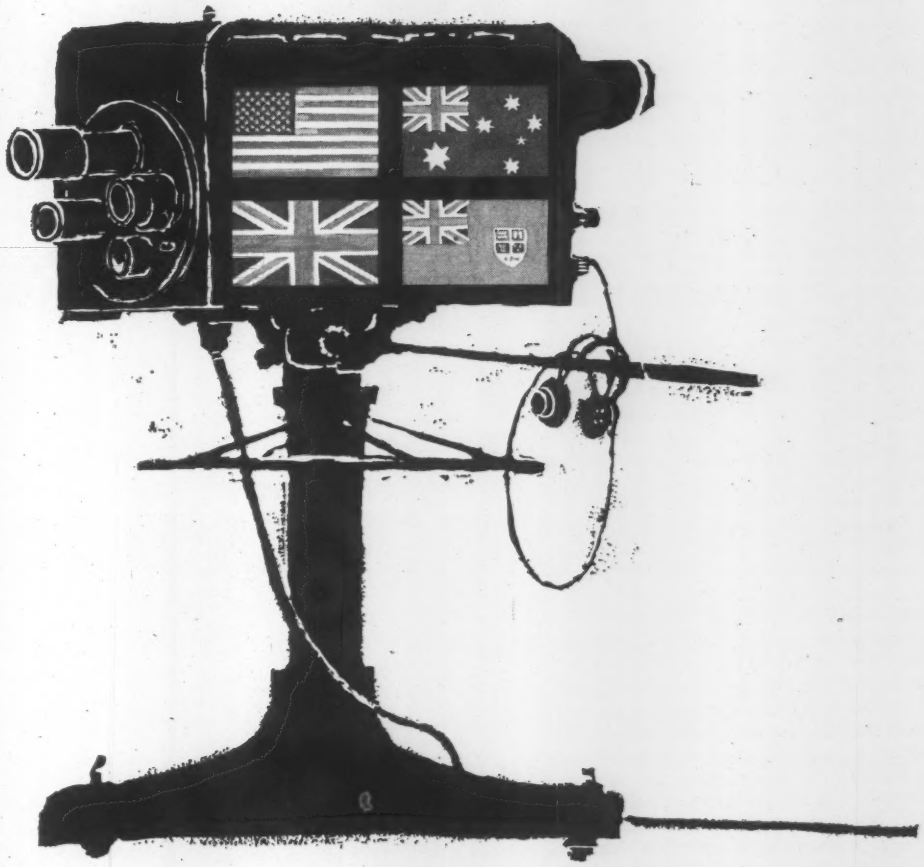

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state affairs into Doerfer Plan time and on occasion has preempted the network's program in order to devote a full hour to its own subject.

Tri Circle's KCKT (TV) Great Bend and KGLD (TV) Garden City, Kans. and KOMC (TV) McCook, Neb., go into school problems, mental health, farm problems and similar topics on *Insight*. WFBM-TV Indianapolis presents depth studies of the Middle East, with officials of Middle East countries as guests, on *Lands on Trial*. WFLA-TV Tampa has looked into population changes, highway development and harbor traffic among other subjects on *Challenge*. KMTV (TV) Omaha has presented an original live drama as well as panel and other presentations on local issues on *Assignment*.

The area's commercial airline service and Russian school systems as seen by local school superintendents on a recent visit are among topics examined by WSJS-TV Winston-Salem under various titles. Schooling for retarded children and morals problems of young people are among the questions examined by WKJG-TV Fort Wayne. Local annexation issues were discussed as part of *Knoxville's Future* on WATE-TV Knoxville, and local activity in missile development and plans for the U. of Arizona have been among the topics on *Tucson's Future* on KVOA-TV Tucson.

WIIC (TV) Pittsburgh frequently pre-empts the network program every third week for its full-hour *Fifth Dimension* series, which is produced with the U. of Pittsburgh and deals with such subjects as automation and alcoholism; on other occasions it presents local discussion groups dealing with the subjects covered on the network program. WEEK-TV Peoria uses not only its own but other stations' newsmen and newspaper reporters to question local or state figures on *What's the Story?* WBRE-TV Wilkes-Barre goes into city budget problems, urban renewal questions and county government activities in panel discussions on *Our Region's Future*. Questions of financing state schools, city police methods and downtown redevelopments have been treated on KHQ-TV's "Report to Spokane."

Dual Affiliates

Some dual affiliates carry the Doerfer plan programs of both of their networks and also present local versions of each. WOOD-TV Grand Rapids, for instance, carries the NBC-TV program and supplements it every third Saturday with a local *Nation's Future* and also carries ABC-TV's entries and adds its own *Guiding Compass*, a travel program featuring a local photographer and guest, every third Tuesday.

WHEC-TV Rochester has carried *Expedition Into the Arts*, also has added a local feature comparable to CBS-TV's *Face the Nation*. KINY-TV Juneau, Alaska, also carries the CBS-TV and ABC-TV programs plus local supplements for each.

WNBF-TV Binghamton, N. Y. takes a different tack: it does not carry network Doefer plan material but presents its own hour-long or half-hour *Panorama* studies of local problems and resources in prime evening time at least once a month. WTVM (TV) Columbus, Ga., also bypasses network offerings but schedules programs on local and area interests in its *Spectrum* series once a week. WIS-TV Columbia, S. C., carries only one network half-hour but fills the other half-hour with its own *Palmetto Press Conference* weekly.

Among dual affiliates carrying ABC Doerfer plan shows, Crosley's WLWD (TV) Dayton presents *Expedition: Space*, which also is carried by the company's WLWA (TV) Atlanta (see ABC-TV affiliate entries), KOTI-TV Klamath Falls, Ore. traces the area's industry and history on *Expedition—Klamath*, and KTVB (TV) Boise, Idaho, has looked into local resources, wildlife preservation, politics and Idaho geology (with Boise Junior College and College of Idaho).

Among dual affiliates presenting CBS-TV's Doerfer plan programs, generally comparable local discussions, debates or documentaries are presented by WHBF-TV Rock Island, Ill., on *Spectrum*, WHEN-TV Syracuse on *Face Central New York*, KVTV (TV) Sioux City, Iowa, on *Channel 9 Reports*, WTHI-TV Terre Haute, Ind. on *Face To Face*, WOAY-TV Oak Hill-Beckley, W. Va. on *Face the State*, KNOE-TV Monroe, La. on *Camera Conference*, KHQA-TV Hannibal, Mo.-Quincy, Ill. on *Face the Tri-States*, WTOC-TV Savannah, Ga. on *Eyes on Savannah*, WIBW-TV Topeka on *News Conference*, and WKZO-TV Kalamazoo on *Face Michigan*.

Family relations problems are dramatized on film and discussed live by local clergymen, doctors and other professional people on *Talk Back* on KFEQ-TV St. Joseph, Mo. Various departments of a local school rotate production of a series on KFDM-TV Beaumont, Tex. School, medical, weather and other questions are examined locally under various titles on WFMY-TV Greensboro, N. C., and a similarly multi-subject series that pre-dates the Doerfer Plan is presented in Doerfer Plan time by WCNY-TV Carthage-Watertown, N. Y.

Dual affiliates carrying the NBC-TV Doerfer Plan program take varying approaches in programming the periods locally. Some, like WSFA-TV Montgomery, Ala. and WTRF-TV Wheeling, W. Va., follow the network format. Others develop their own formats and subject matter, as does KRGV-TV Weslaco, Tex., whose cameras have been turned on such topics and institutions as lettuce marketing agreements, modern medicine in the Rio Grande Valley, 4-H Clubs and Texas A&I College.

Lighted cross

WSTV-TV Steubenville, Ohio, which last year gained wide public attention when it displayed a lighted cross on its tower during Holy Week, is repeating the spiritual reminder this year. The cross was to be lighted yesterday (March 26). Aside from Holy Week and the Christmas season, WSTV-TV has initiated the policy of lighting the cross every Saturday and Sunday during the year. The cross is 40 feet high, 25 feet across and gives off 3,000 w illumination from 46 regular light bulbs.

NAB survey to profile finances of fm outlets

A financial profile of independently-owned fm stations will be sketched for the first time in the NAB's annual financial surveys of broadcast stations.

James H. Hulburt, NAB manager of broadcast personnel and economics, said the program is being undertaken this year because of a growing interest in the financial end of fm broadcasting. He said approximately 250 fm-only stations will be surveyed for this data.

No information will be available from joint am-fm operations, Mr. Hulburt said, because broadcasters seldom calculate revenues, expenses and profits separately for joint operations.

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NAB wants in on talent negotiations

When talent negotiations between AFTRA and SAG and the networks come up again, NAB wants in.

This, in essence, is the meaning of the move last week by NAB's labor committee in appointing a subcommittee to look into ways and means of station representation in talent negotiations.

Named to this subcommittee by Ward L. Quaal, WGN-AM-TV Chicago, chairman of the NAB Labor Relations Advisory Committee: Joseph O. Schertler, Westinghouse Broadcasting Co., chairman; William C. Fitts Jr., CBS; Abiah A. Church, Storer; Charles H. Crutchfield, Jefferson Standard Broadcasting Co. Mr. Quaal will serve *ex officio*. James H. Hulburt, NAB manager of broadcast personnel and economics, will act as coordinator.

Although AFTRA-SAG negotiations do not affect all tv stations directly, the results of agreements made with the unions indirectly affect all stations since the fee charges bear directly on the cost of making national spot commercials and syndicated programs.

Interest in closer liaison by individual stations in talent negotiations received a major fillip late in 1960 when new contracts were negotiated between the networks and AFTRA and SAG. A significant hike occurred in the fees for national spots, and this caused some concern that stations, the principal beneficiaries of national spot, might be affected if advertisers found the increased costs too onerous. There were also some complaints that stations and NAB should have more direct representation in the negotiations (BROADCASTING, Dec. 26, 1960).

Salaries of top CBS execs told in proxy statement

The three top-salaried executives of CBS Inc. for 1960 were Board Chairman William S. Paley ($150,000), President Frank Stanton ($150,000) and President of CBS Television Stations Div. Merle S. Jones ($100,096), according to a proxy statement circulated last week in preparation for the annual stockholders meeting April 19.

James T. Aubrey Jr., CBS-TV president, was listed as having received $100,000 in salary in 1960 plus $40,000 in additional compensation. Both Mr. Paley and Mr. Stanton received $138,750 each in additional compensation during the year, while Mr. Jones was paid an added $17,500. They were the only officers or directors listed as having received $100,000 or more in compensation during the year, although Goddard Lieberson, president of Columbia Records, was paid $75,000 in salary, $10,000 in additional compensation and was credited with $30,000 for 1960 under the company's deferred compensation plan.

The proxy statement shows that under the company's retirement plan, Mr. Paley will be eligible at age 65 for an annual retirement income of approximately $59,252; Mr. Stanton, $59,027; Mr. Aubrey, $30,300 and Mr. Jones, $24,300.

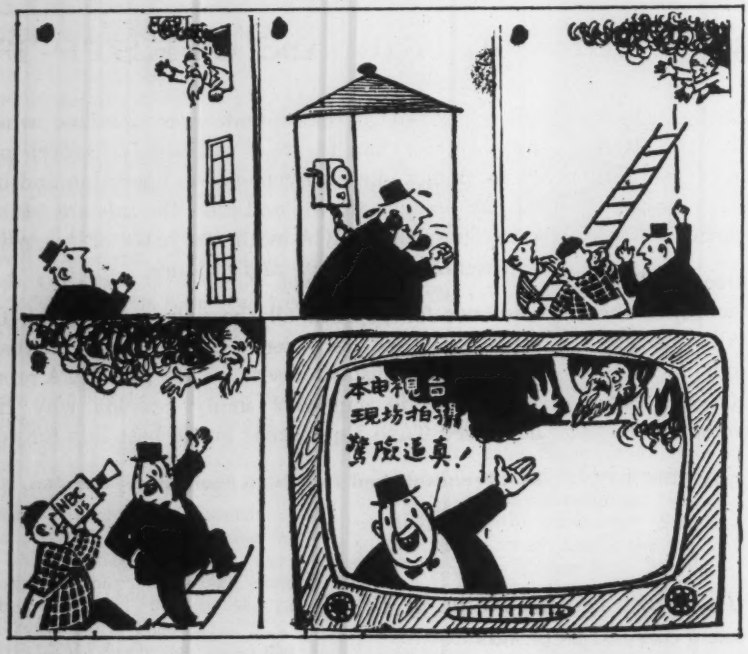
The statement also reveals that during the year the corporation paid $258,420 in fees to Rosenman Colin Kaye Petschek & Freund, general counsel of the corporation.

Matters to be considered at the annual meeting include the election of 12 directors of the corporation, and a proposal to approve a new stock option plan. The current stock option plan, authorized in 1951, expired on Dec. 31, 1960. The new plan, like the old one, is designed to encourage key employes of CBS and its subsidiaries to acquire (or increase) a proprietary interest in the corporation.

How tv makes money—Communist version

An American television station, unidentified, has been described in a Communist Chinese newspaper as symbolizing the capitalist greed for gain, even at the expense of others' suffering.

A Reuters correspondent forwarded to New York a cartoon from the *Peking* (China) *Peoples Daily* showing a tv team at a fire. Headlined, "The Way to Make Money," it pictures a commentator who leads a man with camera marked "NBC U.S." to an upper story of a burning building. There, as a trapped old man begs for help, the commentator says, "This scene is photographed by our cameraman on the actual spot. How dangerous and thrilling it is!"



The *Peoples Daily*, described as the main Communist party paper in Peking, elaborates briefly under the cartoon, telling how an American city recently suffered a serious fire that resulted in "a great many casualties. That unlucky accident, however, became a way of making money for the proprietor of the city's television station," according to Reuters' translation. "About half an hour after the fire started, the television station stopped its ordinary programs and replaced them with scenes taken at the scene of the fire.

"In a tone of 'rejoicing at the misfortunes of others,' the television reporter said that broadcasting of actual conditions at the scene of the fire was intended to enable viewers to see the fire as if they were there themselves," the *Peoples Daily* reports.

A FEW OF THE
DISTINGUISHED INDIVIDUALS
WHO HAVE CONTRIBUTED TO
THE SUCCESS OF "DATELINE BOSTON"

VAN CLIBURN
LLOYD BRIDGES
NORMAN CORWIN
LOUIS ARMSTRONG
HARRY BELAFONTE
MARIO BIASETTI
KIRK DOUGLAS
DUKE ELLINGTON
THE BERYOZKA DANCERS
RICHARD CARDINAL CUSHING
CHARLTON HESTON
DR. EDWIN P. BOOTH
DR. ISAAC ASIMOV
FATHER ROBERT J. DRINAN
SIR JOHN GIELGUD
MAHALIA JACKSON
GOVERNOR FOSTER FURCULO
GENEVIEVE
BORIS GOLDOVSKY
ERROLL GARNER
WILLIAM MORRIS HUNT
MARGARET LEIGHTON
MYRON McCORMICK
SIOBHAN McKENNA
BARRY MORSE
JEROME KILTY
MAYOR JOHN F. COLLINS
JACK LEMMON
GORDON MacRAE
JOHN NEWLAND
MARCEL MARCEAU
JOHN MacFARLANE
ROLAND NADEAU
LEO LITWIN
JOSEPH SCHILDKRAUT
JASON ROBARDS, JR.
MIKLOS SCHWALB
REGISTRAR CLEMENT RILEY
THOMAS C. WOJTKOWSKI
TOSHIKO
DR. HOWARD B. SPRAGUE
SEN. JOHN E. POWERS
FRANCIS W. SARGENT
SARAH VAUGHAN
DR. PAUL DUDLEY WHITE
JANE WYMAN
JACK WOOLNER
ROGER VOISIN
GILBERT MERRILL

DATELINE BOSTON

. . . . a series of daily half-hour television programs in the public interest now in its fourth year on WHDH-TV, Channel 5, Boston. More than 800 different DATELINE BOSTON programs have been telecast, programs that have explored many areas that reflect Boston's unique position in the New England and world community. We believe DATELINE BOSTON to be the finest series of locally produced public service television programs in the United States . . . an outstanding contribution to the field of art, music, medicine, science, theatre and education.

WHDH-TV • CHANNEL 5 • BOSTON

NT&T stockholders plan proxy fight

Two dissatisfied stockholders of National Theatres & Television Inc. are preparing for a proxy fight. Top management also is seeking proxies.

Disclosures about the dissident shareholders are expected at a news conference in New York today (March 27). The annual stockholders meeting will be held at the Fox Wilshire Theatre, Beverly Hills, Calif., on April 11.

In a proxy statement filed with the Securities & Exchange Commission, Leonard Davis, insurance broker and administrator, and his attorney, Philip L. Handsman, said they would compete for proxies because they are concerned at company losses. Mr. Davis holds 1,500 shares of NT&T common stock, Mr. Handsman 104. There are 2,816,247 shares outstanding.

Also soliciting proxies, according to SEC files, are B. Gerald Cantor, board chairman; Eugene V. Klein, president; Laurence A. Peters, secretary, and Graham L. Sterling, director. They also seek re-election. Mr. Cantor owns 110,000 shares, Mr. Klein 42,023, and Mr. Sterling 208. No individual stockholder (of approximately 15,500) owns more than 10% of the outstanding common stock.

NT&T owns WNTA-AM-FM-TV Newark-New York and NTA Telestudios. Broadcasting income for the year ended Sept. 27, 1960 was $3,018,857. Listed as loss in its investment in National Telefilm Assoc. for this period was $6,267,835; the company shows a net loss of $3,089,693.

The company last week filed a registration statement with the SEC (in no way connected with the proxy actions) for 651,744 shares of common stock. These shares are issuable upon exercise of 2,606,974 purchase warrants, each for a quarter-share of common stock. The company in April 1961 intends to offer to the holders of its 5½% sinking fund subordinated debentures (due 1974) the right to exchange each $100 principal amount for $80 principal amount of NT&T's subordinated debentures, 7½% series (due 1976) and 20 stock purchase warrants each for the purchase of a quarter-share of common stock.

ABC hits record income level in 1960

The ABC Div. of American Broadcasting-Paramount Theatres Inc. registered record income and earnings during 1960. ABC contributed to a 31% increase in earnings for AB-PT for 1960 over 1959, Leonard H. Goldenson, AB-PT president, announced last Thursday (March 23).

The ABC Div., which includes the tv and radio networks and the owned stations, reported a record income of $222,439,000 against $172,469,000 for 1959. It was said that earnings were the "highest" in the division's history but they were not reported.

AB-PT's net operating earnings, Mr. Goldenson said, rose to $10,475,000, or $2.50 a share, from $7,967,000, or $1.87 a share, in 1959. Consolidated earnings, including capital gains, increased to $11,817,000, or $2.82 a share, from $8,154,000, or $1.92 a share, in 1959. The record gross income was listed at $334,437,000 in 1960, an increase of 16% over the $287,957,000 for 1959. Working capital rose to $64,833,000 from $52,034,000 in 1959. In addition to the broadcast holdings, AB-PT has motion picture theatres, AM-Par Records, minority interests in tv stations in Central and Latin America, owns ABC Films, Prairie Farmer Publishing, and interests in amusement centers and electronic firms.

Disney pays off AB-PT for Disneyland stock

American Broadcast-Paramount Theatres Inc., New York, announced last week that Walt Disney Productions has paid AB-PT $5,497,000, the balance of the sales price of $7.5 million for AB-PT's stock interest in Disneyland Park.

AB-PT and Walt Disney Productions have ended their long-time association, and Mr. Disney now is under contract to produce programs for NBC-TV.

Leonard H. Goldenson, AB-PT president, said the Disney pre-payment, originally payable over five years, results in capital gains, after taxes, of about $3,846,000, or 91 cents a share, to AB-PT's first quarter earnings. He said this will be in addition to net operating earnings for the current first quarter, which is not yet completed. Net operating earnings for the first quarter of last year were 80 cents a share.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WONE, WFIE (FM) Dayton, Ohio: Sold by Ronald B. Woodyard, Lauren M. Berry and associates to Brush-Moore Newspapers Inc. for over $2 million. Brush-Moore owns WHBC-AM-FM Canton, Ohio, and WPDQ Jacksonville, Fla., as well as newspapers in Ohio, Maryland and California. Brush-

Outstanding Values in Broadcast Properties

Profitable fulltime operation with number one ratings. High income class market. Good real estate. Excellent management will continue if desired. Reasonable terms.	WEST COAST $400,000
A single station market. This is a fulltime AM-FM operation with excellent facilities that needs an owner-operator. $25,000 down and liberal terms.	SOUTHWEST $125,000
Another single station market. Fine daytimer has progressed each year, now doing over $60,000 annually. 29% down, six years on the balance at 5% interest.	MIDWEST $75,000

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Moore's broadcasting properties are under the presidency of Eugene Carr. Mr. Woodyard will remain with the Dayton stations as a consultant; both Messrs. Woodyard and Berry will be on the board of directors of the stations. Included in the transaction is a cp for ch. 22 WONE-TV, dark since 1954. WONE is 5 kw on 980 kc. WFIE is 24 kw on 104.7 mc. Broker was Blackburn & Co.

▪ KKID Pendleton, Ore.: Sold by Fred Stevens and Paul Ward to Robert W. Roderick for $65,000. Mr. Roderick operates a tv sound recording business in Hollywood. KKID is 250 w on 1240 kc and holds cp for 1 kw. Broker was Edwin Tornberg Co.

▪ WJMA Orange, Va.: Sold by Donald G. Heyne and associates to Archibald C. Harrison Jr. and Henry Bower for $60,000. Mr. Harrison is program director of WFVA Fredericksburg, Va. Mr. Bower, Mr. Harrison's uncle, is chairman of Henry Bower Chemical Manufacturing Co., Philadelphia. WJMA is on 1340 kc with 1 kw daytime, 250 w nighttime. Broker was W. B. Grimes & Co.

▪ KERC Eastland, Tex.: Sold by Richard L. Spalding and associates to Floyd Shelton and Bill Fox for $45,000. Mr. Shelton owns KSTA Coleman, Tex.; Mr. Fox is manager of KRBC Abilene, Tex. KERC operates with 500 w daytime on 1590 kc. Broker was Patt McDonald Co.

Paramount $6.6 million tops WNTA-TV bidding

The bidding for WNTA-TV New York got hotter last week when a citizens' group interested in establishing the station as an educational tv outlet offered a purchase price of $5.5 million and Paramount Pictures Corp. reportedly countered with $6.6 million.

The $5.5 million offer by the citizens group was confirmed by station broker Howard Stark, who earlier had made a $4.5 million bid, which NTA rejected as "inadequate." The Paramount bid was made through tv producer David Susskind, but neither Paramount spokesmen nor Mr. Susskind would discuss the report. Mr. Susskind acknowledged he made a bid that was higher than any made previously, but would not name his associates nor specify the sum.

Ely A. Landau, who resigned as board chairman of NTA last month to bid for WNTA-TV, said he had made a verbal offer but his proposal would include the residual rights to such programs as *The Play of the Week, Open End* and *The Mike Wallace Show* as well as the tv station.

Oliver A. Unger, NTA board chairman, could not be reached for comment on any of the offers. It was believed NTA would not dispose of the tv station before the company's annual stockholders meeting April 3 in New York.

Radio-tv gets 7 awards from Edison Foundation

Two programs, each on ABC-TV and CBS-TV won awards last Monday (March 20) at the sixth annual National Mass Media Awards dinner of the Thomas Alva Edison Foundation in New York. A total of 13 awards in tv, films, radio and children's books were given by Edison Foundation trustees to encourage a greater quantity, as well as quality, of material for young people, particularly in science.

The following tv-radio awards were presented:

Television program best portraying America: *The Twentieth Century* (CBS-TV); best children's television program: *Lamp Unto My Feet* (CBS-TV); best science television program for youth: *Expedition!* (ABC-TV); special citation in recognition of distinguished educational service to the nation through imaginative public affairs radio-tv programming: *Lab 30* and *Anne Frank, the Meaning and the Purpose* (Westinghouse Broadcasting Co.); special citation in recognition of courageous and distinctive public service to the American people in sponsoring the tv program, "Cast the First Stone" *(Bell & Howell Close-Up,* ABC-TV), to Bell & Howell Co.; special citation for distinguished public service through meaningful reporting of the national political conventions of 1960, to NBC News; special citation for brilliant leadership in the conception of the radio and tv science series, *The Nature of Things* and *Science Review,* to CBC.

Meredith buys book publisher

Meredith Publishing Co., which owns four tv and five radio stations, has acquired Duell, Sloan & Pearce Inc., book publishers, the third book publishing company it has acquired in the last several years. Earlier it purchased Appleton-Century-Crofts and Lyons & Carnahan. Industry sources estimated that Meredith paid about $500,000 for the Duell, Sloan company, whose 1960 volume was said to be less than $2 million. Meredith is expected to operate its book publishing business at a $17 million figure in 1961.

Headquartered in Des Moines, Meredith publishes *Better Homes & Gardens* and *Successful Farming.* It also owns KCMO - AM - FM - TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-TV Omaha, WHEN-AM-TV Syracuse (N.Y.) and KRMG Tulsa.

STATIONS FOR SALE

EAST—$170,000.00

Beautiful, New England property. Major market in *that* area. Asking between $160,000.00 to $170,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$95,000.00

DAYTIMER

Beautifully equipped, one station market serving over 200,000 people, presently holding its own, just waiting for aggressive ownership and management to take advantage of an unbelievable potential. This is a radioman's dream.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$185,000.00

Suburban daytimer with 1960 cash flow in excess of $40,000.00. Priced at $185,000.00 with 29% down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$160,000.00

Profitable Pacific northwest regional fulltime radio station. Grossing $10,000.00 monthly and capable of doing better. Heavy fixed assets. Total price is $160,000.00 on basis of 29% down and long terms to responsible buyer.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

SOME DOUBT TV'S TRUSTWORTHINESS

But its ads have impact, Cheskin survey finds

The public still considers television "insincere" and "deceptive," although favorable associations are increasing. This was the finding of the third annual media survey conducted by Louis Cheskin Assoc., Chicago, released last week.

The survey of 6,663 men and women taken in January 1961 showed that television had the highest impact—just as it did in the previous year. All three surveys (the first was made in 1957) indicated the disclosures of quiz-rigging in 1960 had the greatest adverse effect on television as a medium.

In 1957 television advertising had soared to 83% favorable associations—then dropped sharply to 49% during the quiz scandals. Latest results show a gradual climb to 55%, still far off the original acceptance.

Behind tv in impact are magazines (jumping from fourth position), newspapers (slipping from second), radio (a drop from third) and billboards (still last).

Here's the January 1961 breakdown:

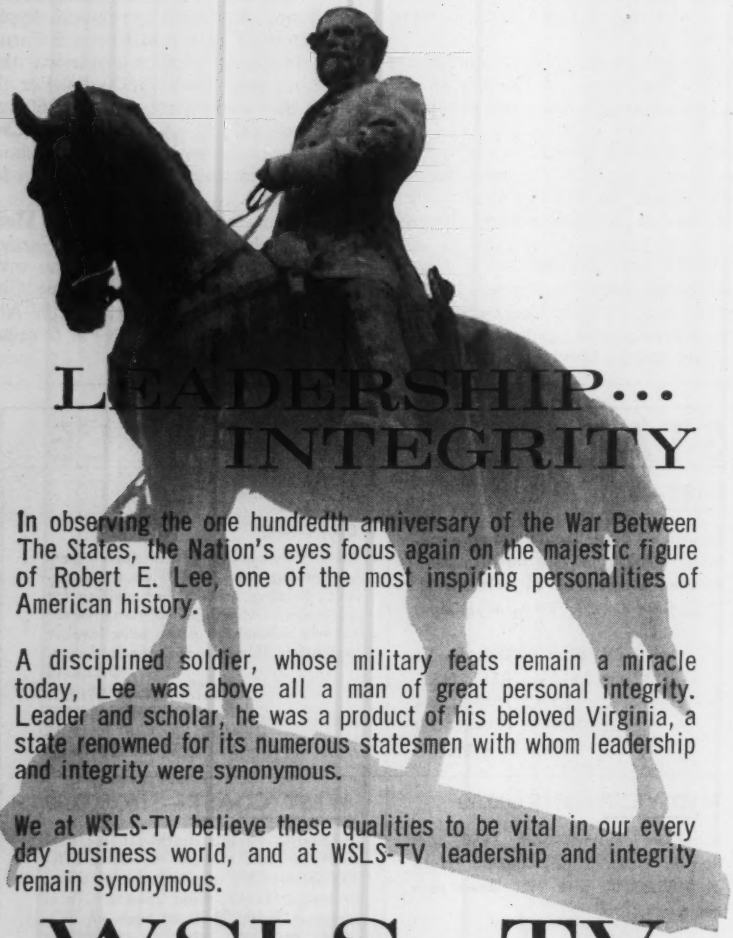
	Television		
	favorable	unfavorable	total
3,374 Men	57%	43%	100%
3,289 Women	54%	46%	100%
6,663 Total	55%	45%	100%

	Radio		
	favorable	unfavorable	total
3,374 Men	35%	65%	100%
3,289 Women	28%	72%	100%
6,663 Total	32%	68%	100%

	Newspaper		
	favorable	unfavorable	total
3,374 Men	69%	31%	100%
3,289 Women	78%	22%	100%
6,663 Total	73%	27%	100%

	Magazine		
	favorable	unfavorable	total
3,374 Men	68%	32%	100%
3,289 Women	82%	18%	100%
6,663 Total	75%	25%	100%

	Billboard		
	favorable	unfavorable	total
3,374 Men	25%	75%	100%
3,289 Women	14%	86%	100%
6,663 Total	20%	80%	100%



LEADERSHIP... INTEGRITY

In observing the one hundredth anniversary of the War Between The States, the Nation's eyes focus again on the majestic figure of Robert E. Lee, one of the most inspiring personalities of American history.

A disciplined soldier, whose military feats remain a miracle today, Lee was above all a man of great personal integrity. Leader and scholar, he was a product of his beloved Virginia, a state renowned for its numerous statesmen with whom leadership and integrity were synonymous.

We at WSLS-TV believe these qualities to be vital in our every day business world, and at WSLS-TV leadership and integrity remain synonymous.

WSLS - TV
ROANOKE, VIRGINIA

NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

NBC 10

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

KWKY to discard present automated programming

KWKY Des Moines, Iowa, will throw out its canned programs and replace them with "live directors and announcers," according to Victor Tedesco of the station's new owner, Tedesco Inc.

He gave as his reason that "most of KWKY's previous programs actually came to Des Moines pre-recorded in other parts of the country, permitting no flexibility by the local staff. "We don't believe that this kind of automation belongs in the radio business."

The station reports that it will double its present staff. It also plans to spend $50,000 on improvements and to increase power from 1 kw to 5 kw.

KWKY became Tedesco property last fall when it was purchased for $165,000. Tedesco more recently expanded into St. Paul, Minn., when it bought WMIN six weeks ago for $200,000.

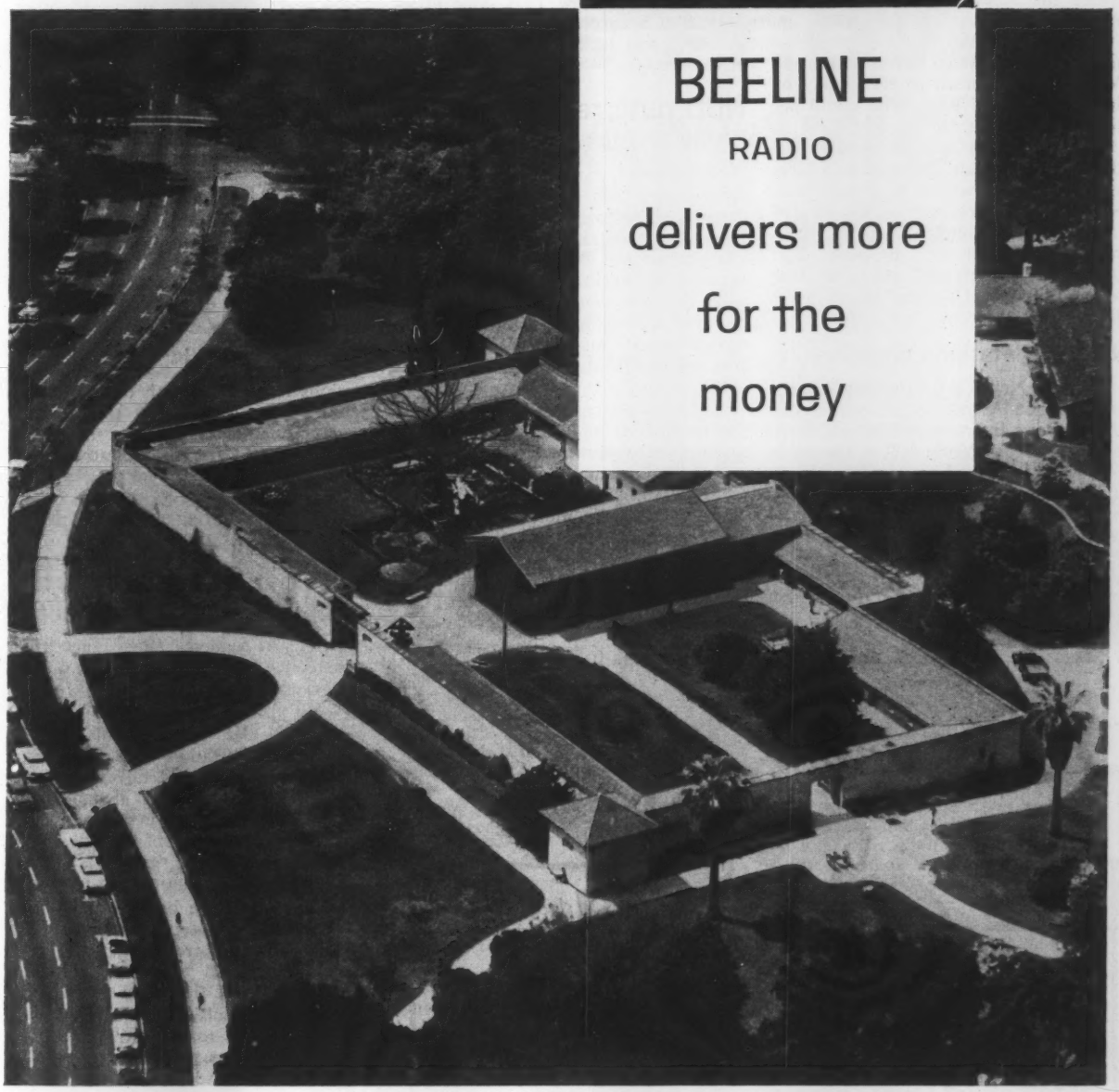
Sentencing of murderer delayed by tv program

Sentencing of a convicted murderer was delayed last week by a Baltimore judge because the jury had re-enacted its deliberations on a special television program.

WBAL-TV Baltimore had arranged with nine of the 12 jurors to re-enact their parts in convicting kidnap-slayer Melvin Davis Rees Jr. in an hour-long, spontaneous, video taped show on that station. The trial, which drew wide interest in the Baltimore-Washington area, capped a year-long manhunt for Mr. Rees. He was to have been sent-

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



Sutter's Fort, today an historical monument, is visited annually by more than 300,000 persons

Sacramento always has been a leader in California history and development. Even in the pioneer days of Sutter's Fort it was the center of an area obviously destined for a great future. Sacramento, today, has fulfilled that early promise and is one of California's most prosperous markets. KFBK, the Beeline station in Sacramento, reaches the listeners who do the biggest share of the buying in this market.

Sacramento is one of the *five* important markets in Inland California and Western Nevada where Beeline stations reach more radio homes than any other combination of stations — *at the lowest cost per thousand.* (Nielsen, SR&D)

Better check the Beeline stations for your next campaign in this vital area.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

enced last Thursday. WBAL-TV presented its show Wednesday, only hours after Federal Judge Roszel Thomsen denied the defense motion for a new trial.

Elements of WBAL-TV's presentation, however, enabled Defense Attorney William J. O'Donnell to seek delay of the sentencing of Rees, who could get life imprisonment.

Mr. O'Donnell told the court that "It appeared certain elements and facts were discussed which had not been brought out in testimony. We do not know if the defendant's rights were interfered with or not," he said. Mr. O'Donnell was granted delay, so that he and Judge Thomsen could view films of the show.

N. Y. UPI stations organize

Some 50 New York state broadcasters have founded a new organization, the United Press International Broadcasters Assn. of New York. The organization was established to promote closer cooperation between state broadcasters and UPI, and among the broadcasters themselves. It is expected to provide a vehicle for the exchange of ideas and for the discussion of common problems. UPI currently provides its wire service to more than 100 broadcasters in the state. Harold Graves, WDOS Oneonta, was elected president of the new organization; with Tom O'Brien, WINS New York, vice president; Phil Spencer, WCSS Amsterdam, treasurer, and Jack Malony, UPI, executive secretary.

NBC puts restrictions back on news conference

NBC, which earlier this month first refused and then agreed to supply independent radio stations unrestricted feeds of presidential news conferences (BROADCASTING, March 6, 1961) reversed itself again last week. The network told unaffiliated stations that feeds must be carried in their entirety simultaneously as broadcast by NBC, and that stations must give NBC on-the-air credit.

The independent stations objected to the restrictions and Radio Press International Inc., a news service, announced that it would make the feeds available, starting with Thursday's (March 23) presidential news conference, to all radio broadcasters without any strings attached. An RPI spokesman claimed that the news conferences were not the personal property of any organization, "but belong to all the people. . . ." He said RPI will use its leased lines, which go to more than 60 subscriber stations, to feed the conferences. The feeds will be made available to other stations via phone relays.

At the same time, WNEW New York announced that it was offering its own feed from Washington to any New York independent station desiring it. NBC, which has been feeding the presidential news conferences to unaffiliated stations for the past several years as a public service, claimed that it had instituted the restrictive stipulations because at least two stations outside of New York have been using the feeds in their entirety and spotting them opposite NBC affiliate stations which, for one reason or another, have delayed their broadcast. According to an NBC official, "these stations have been beating our stations to the gun with our own material." He also claimed that the no excerpt rule was imposed to make certain that NBC would receive on-the-air credit for its generosity. "You can't expect to get a credit line when the station is only using a 10 second excerpt," the NBC executive explained.

National Audience Board opposes program control

National Audience Board Inc. has adopted a stand against what it sees as government campaigns to further tv-radio program control by the FCC.

Peter Goelet, president of the nationwide organization, said his group would align itself with advertisers and broadcasters by holding that government efforts to improve program content cannot "surmount the wall of economic reality."

Mr. Goelet, in an "Editorial" in the March issue of the board's newsletter, said broadcasters are supported by corporations in a great variety of commerce . . . and except for obvious breaches of the law, the sponsor is under no compulsion to adapt his use of the medium to the terms the government requires of the licensee. To ask them to do so, he said, is to "engage in a contradiction of terms which flies in the face of economic fact."

Since the sponsor must sell enough of this product "to pay the broadcast and talent charges and still come out ahead," Mr. Goelet continued, "he must direct his program to great numbers of people—and this runs headlong into the matter of mass taste . . . an element that can only be improved by education, not by legislation."

Mr. Goelet suggested two remedies: a continued increase in institutional advertising by large corporations to support high-level programming, and reinvestment by the broadcaster of part of his profits into public service.

WAVE-TV viewers have 28.8% more SNIFFLES

—and gargle, gurgle and swallow 28.8% more products "for the relief of colds"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

AM or FM...

RESULTS PROVE PROGRAMATIC LEADERSHIP

Stabilized Programming
A More "Salable" Image
Controlled Overhead

WSIX-AM-FM-TV,
Nashville, Tenn.
LOUIS DRAUGHON,
Owner-Operator

"When we started looking for a basic service our goal was to make our FM operations self-sustaining, even profitable, while improving our programming. We found just what we were looking for in Programatic. Programatic did, and is doing a commendable job."

KPHO-AM-TV,
Phoenix, Arizona
RICHARD B. RAWLS,
Vice President

"We decided to put the midnight to dawn hours to work. In Programatic we found the perfect program service. Economy, Reliability, Prestige... Programatic has them all. After 18 months, we're still enthusiastic over the service and the results."

Programatic can make *your* station operation more profitable. With regular additions of new music—instrumental and vocal—program service and audience building techniques, Programatic is daily becoming more valuable to its ever growing roster of subscribers.

Programatic is available to only *one* station per market.
Make it yours. Send this coupon today.

PUT *Programatic*® *"the Sound of Success"*
TO WORK FOR YOU

Adult Music • Automated Equipment.

Programatic Broadcasting Service
229 Park Avenue South, New York 3, N. Y.

I am interested in Programatic – exclusive for my market.
I want to *hear* how the "Sound of Success" can build my profits.
Send me the facts – fast!

Name_____

Address_____ Station_____

City_____ Zone_____ State_____

WCBS-TV show hit with $2.7 million damage suit

A program presented last year by WCBS-TV New York on the controversial 1932 Seabury investigation of the affairs of New York City, resulted in a $2.7 million damage suit last week. The suit was filed in New York State Supreme Court by former New York State Sen. John A. Hastings against William (Bill) Leonard, m.c. of the program; CBS, (as the parent organization), and former New York City Special Sessions Court Justice William B. Northrop.

Mr. Hastings said in his complaint that Mr. Northrop and Mr. Leonard had participated in a discussion on the Jan. 30, 1960 telecast of the *Eye on New York* program in which it was implied that he was a "corrupt" public official. According to Mr. Hastings, remarks on the program directly or by innuendo had been intended to mean he was "guilty of corruption, graft, larceny, dishonesty as a public official and faithlessness to his public duties." He added that "false and defamatory statements" had injured his reputation and standing in the community.

Mr. Northrop, who at the time of the Seabury investigation was assistant counsel to the Joint Legislative Committee of the New York Legislature, Mr. Leonard and CBS have until April 11 to answer the charges.

AP's client list continues to grow

The AP took on added dimensions in 1960, according to Frank J. Starzel, general manager of the news service. In his annual report to members of the cooperative company, Mr. Starzel reported that AP had added 164 broadcast subscribers to its client list in 1960, a net increase of 80, making its U. S. total of radio and tv subscribers 2,122. Growth was apparent in the foreign market, too, with the addition of six national radio and tv networks as subscribers during the year.

AP's Wirephoto network, now in its second quarter-century, also showed signs of expansion with a record of 554 members served, representing a net increase of 17 subscribers during the year.

Other significant indicators of AP's growth in 1960: approval of plans to establish new AP offices in San Antonio, Fort Worth, Las Vegas and Providence, and the hiring of 28 staff members for overseas service, bringing the total full-time foreign and world service employees to 758.

At the same time the AP Radio and Television Assn. announced that three member broadcast stations were awarded plaques for outstanding cooperation in the exchange of news during 1960: WALL Middletown, N. Y., KGAK Gallup, N. M., and WGAU Athens, Ga.

Free time

KPRC-TV Houston, Tex., has made what it terms probably the biggest single free time offer in television history. With 71 candidates for Lyndon Johnson's vacated senate seat, KPRC-TV has sent invitations to all 71 for four minutes free air time April 1. The purpose is to expose candidates to the public of south Texas. It is estimated that the program will run between two and five hours. The invitation follows a tradition KPRC-TV set 10 years ago in races where there were a great number of candidates. Previously such programs have been in local city council and school board races. KPRC-TV has usually accorded free time to candidates in each race five times, although it has allowed a candidate as many as 38 appearances. Ray Miller, KPRC-TV news editor, will present the candidates in the order their names appear on the ballot.

Media reports...

Transmitter for RFE ▪ John H. Poole has donated a $10,000 Kahn compatible single-sideband converter for high power radio transmitters to Radio Free Europe, whose stations in Germany and Portugal he recently visited on an inspection trip. The converter, said to be capable of effectively doubling the voice of RFE transmitters broadcasting to Iron Curtain countries, is now on its way from Mr. Poole's KBIG Avalon, Calif., to New York for shipment to Munich, Germany.

Format switch ▪ As a result of a survey run by KSAY San Francisco-Oakland to determine radio needs of Bay Area listeners, that station last month switched its programming to an all-western music format. According to General Manager Clair C. Halverson the survey showed 60% of the area's population would listen to western music if given the opportunity and that over 50% has a western heritage. The survey was made in cooperation with San Francisco State College radio department.

Request show ▪ Show business' "Salute to Rev. Martin Luther King," which was taped for broadcast by WLIB New York, is number one on its current request parade, the station reports. Requests for tapes of the show, which was held in Carnegie Hall on Jan. 27, have been received from stations throughout the country for broadcast to their own audiences. Among stations supplied copies of the tape by WLIB are KDIA San Francisco, WDIA Memphis, WQAB Cleveland and WAMO Pittsburgh. The show was produced by Frank Sinatra and was put on as a fund raising benefit for Rev. King.

Religious survey ▪ KPDQ Portland, Ore., which broadcasts religious programs on a full time basis, has announced availability of the results of a survey of its audience. Compiled by the marketing department of Portland State College, the survey reveals in detail many aspects of the religious audience, heretofore unknown, according to the station. The brochure may be obtained by writing to David M. Jack, manager, KPDQ Portland, Ore.

New sound ▪ Through installation of new equipment, including a new RCA Hi-Fidelity transmitter and new Collins radio equipment in its downtown studios, KFH-AM-FM Wichita, Kan., now boasts a new sound. Custom-made equipment will enable the stations to present stereo music programs, it was announced. Recorded spot announcements are utilized through tape cartridge equipment. Remote control relays have been installed to the console desk. Station Manager Tom Bashaw said he plans to program concerts by both the Cleveland Symphony Orchestra and the New York Philharmonic on Sunday evenings.

Minow, Teller to speak at NAB convention

FCC Chairman Newton N. Minow and Dr. Edward Teller, U. of California atomic scientist and "father" of the hydrogen bomb, will be two of the featured speakers at the NAB convention in Washington May 7-10.

Mr. Minow, who assumed the chairmanship of the FCC three weeks ago, will be the principal speaker at the May 9 luncheon session at the Sheraton-Park Hotel.

The next day, Mr. Minow and fellow FCC commissioners will participate in a question and answer government panel session.

Dr. Teller will speak at the May 10 luncheon of the broadcast engineering conference, being held as part of the NAB meeting.

Gov. LeRoy Collins, NAB president, will deliver the opening address on Monday, May 8. Also on the opening day, the NAB's 1961 Distinguished Service Award will be presented to Judge Justin Miller, a former NAB president. The association's Achievement Engineering Award will be presented to Raymond F. Guy, NBC engineer now retired, on Wednesday, May 10.

NETWORK TV SET FOR SUMMER

Only six half-hours open; season's re-runs remain at five to one, but include diehard 'Ed Sullivan'

New shows include: on CBS—*Way Out, Holiday Lodge* (Sun. 9:30-10) starring Canadian comics Wayne & Shuster, and the English syndicated *Danger Man* (Wed. 8:30-9); on NBC—*Whispering Smith* (Fri. 8-8:30); Audie Murphy series which was to go on last fall but got postponed, and *Five Star Jubilee* (Fri. 8:30-9), pop-country music series from Springfield, Mo.; on ABC—*Asphalt Jungle,* which next month replaces *The Islanders* (Sun. 9:30-10:30).

Several straddle the new-old line. ABC's *Silents Please* (Thurs. 10:30-11) returned last week with 26 old-movie episodes, a few of them seen on a short ABC outing late last summer. CBS is trimming the *Saturday Sports Spectacular* and moving it into the opening hour Thursday nights. *Playhouse 90* (Tue. 9:30-11) and *Person to Person* (Fri. 10:30-11) are back on CBS, the latter with some new interviews backlogged before the show left last year. The alternating *Armstrong Circle Theatre* and *U. S. Steel Hour* (CBS, Wed. 10-11) carry on with some old and some new. NBC's *Concentration* is a new, nighttime adaptation of the weekday staple under that name. *Westinghouse Playhouse With Nanette Fabray And Wendell Corey* (NBC, Fri. 9:30-10) continues with fresh episodes in the off-season cycle which started in January and gives way in July to a Westinghouse collection of all-new comedy pilots being collected from diverse sources. Some programming in NBC's 10 p.m. Tuesday special hour will be new to night-timers, with Purex daytime hours of this season booked there.

Summer play dates started as early as March 17, but June-October runs are most frequent. Dates were not available last week from ABC.

Most of the places are marked out on the TV programming checkerboard for network summer nights. Last week only six half-hours remained to be filled in advance of the summer season.

Re-running is going on at about last year's rate, something like five to one, in whole-show terms and counting the old-new mixtures among re-runs. Probably the oldest defender of 52 new shows a year, the *Ed Sullivan Show,* has compromised and is booking eight second-time shows between seasons. Even one of the panels, *To Tell the Truth,* will have some replays. The long-lived *Zane Grey Theatre* will re-run consecutive nights on two networks for at least part of the summer, keeping its Thursday, 8:30 p.m. slot on CBS and going under another name into NBC's Wednesday, 10 p.m. half-hour in July, replacing *Peter Loves Mary.*

A half-dozen new or adapted shows qualify as debuts, including one dramatic half-hour, *Way Out,* bowing on CBS this Friday.

ABC rolls into summer with the winter schedule virtually intact while CBS and NBC still are working out switches on every night of the week but Saturday. Shopping advertisers will find openings in hour shows and half-

Story continues page 88
Program charts pages 86-87

NOW NO. 1 in BOSTON
WNAC-TV
Between 7 P.M. and 11 P.M.
On January 1st WNAC-TV shifted to ABC-TV and immediately jumped to FIRST PLACE in prime time!

ARB Share — Sunday thru Saturday 7 P.M. – 11 P.M.

	WNAC-TV	Station A	Station B
Dec. 1960	31.4	29.5	39.1
Jan. 1961	**37.2**	28.5	34.3
	+18%	—3%	—12%

Nielsen Share — Sunday thru Saturday 7 P.M. – 11 P.M.

	WNAC-TV	Station A	Station B
Nov. 1960	30.3	31.2	38.5
Feb. 1961	**39.5**	31.4	29.1
	+30%	– –	—24%

WNAC 7 TV
An RKO GENERAL Station

For prime availabilities contact your WNAC-TV H-R Representative

WHAT THE SUMMER TV SCHEDULE LOOKS LIKE

The table shows the programs to be seen on network tv during the summer months and their sponsors. The majority are reruns of previously seen material and thus have no footnotes. Where dates have been set for rerun installments they are indicated in parentheses ( ). Shows which contain only new material, not previously seen are marked with an asterisk *. Those which contain both original episodes and reruns are marked with a dagger †. TBA indicates time periods where summer programming has not yet been announced. "Tf" indicates the program will run "until forbid."

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Maverick** Armour, R. J. Reynolds, Noxzema, Kaiser, duPont	**Dennis the Menace** (7/2-9/24) Kellogg, Best Foods	**Shirley Temple** (7-8 p.m.)† (4/2-9/10—one new story 5/14)
8:00		**Ed Sullivan**† (8 re-runs, various dates) Colgate, Eastman Kodak	**National Velvet** (5/7-9/10) Rexall
8:30	**Lawman** Whitehall, R. J. Reynolds		**Tab Hunter** (5/7-9/10) P. Lorillard
9:00	**Rebel** L&M, P&G	**GE Theatre** GE	**TBA** (7/2-9/24)
9:30	**Asphalt Jungle*** Speidel, Gillette, American Chicle, Beecham, Cluett Peabody, Pepsi, L&M	**Holiday Lodge*** (6/25-10/8) State Farm, Lipton	
10:00		**Candid Camera** (7/2-9/24) Bristol-Myers, Lever	**Loretta Young** (7/9-9/10) Warner-Lambert, Toni
10:30	**Churchill— The Valiant Years** Mead Johnson	**What's My Line*** All State, Kellogg	**This Is Your Life** (6/25-9/17) Block Drug

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Hong Kong** Armour, Kaiser, Derby, Brillo, duPont, Coleman, P. Lorillard	**Malibu Run** (5/31-9/6) Vicks, P. Lorillard, American Home Products	**Wagon Train** (6/28-9/20) R. J. Reynolds, Revlon, Nabisco
8:00			
8:30	**Advs. of Nelson Family** Eastman Kodak, Coca-Cola	**Danger Man*** (4/5 tf) Kimberly Clark, Brown & Williamson	**Price Is Right*** Lever
9:00	**Hawaiian Eye** Whitehall, Amer. Chicle, Beecham, Carter, Lever, Lorillard, Corn Prods.	**Angel** (4/19 tf) Colgate	**Como Summer Show** (6/14-9/27) Kraft
9:30		**I've Got A Secret*** Bristol-Myers, R. J. Reynolds	
10:00	**Naked City** Bristol-Myers, Derby, Brown & Williamson, Warner-Lambert, duPont, Amer. Chicle, Haggar Slacks	**Armstrong Circle Theatre/U. S. Steel Hour**† Armstrong, U. S. Steel	**Peter Loves Mary** (ends July 5)† **Zane Grey Re-Runs**, title TBA (7/5-10/4) P&G
10:30			Station Time

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Guestward Ho** Ralston, Seven-Up	**Summer Sports Spectacular*** (4/27-9/28) Schlitz	**Outlaws** (5/25-9/21) Warner-Lambert Brown & Williamson, Colgate
8:00	**Donna Reed** Johnson & Johnson, Campbell		
8:30	**Real McCoys** P&G	**Zane Grey Theatre** S. C. Johnson, P. Lorillard	**Bat Masterson** (6/8-9/28) Sealtest
9:00	**My Three Sons** Chevrolet	**Gunslinger** (7/6-9/14) R. J. Reynolds Gillette	**Bachelor Father** (6/29-9/28) Whitehall, Amer. Tobacco
9:30	**Untouchables** L&M, Armour, Whitehall, Beecham, Corn Products		**Ford Summer Show** (7/6-9/14) Ford
10:00		**CBS Reports/Face The Nation***	**Groucho** (6/22-9/14) Block, Toni
10:30	**Silents Please**† DutchMasters, Campbell, Quaker		Station Time

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Cheyenne** Un. Carbide, P&G, Ralston, Bristol-Myers, R. J. Reynolds, duPont, Warner-Lambert, Pepsi, Mennen	**To Tell the Truth†** Whitehall	**The Americans** (5/22-9/11)
8:00		**Pete & Gladys** (6/12-9/11 Goodyear, Carnation	
8:30	**Surfside Six** Brown & Williamson, Whitehall, Pontiac, Johnson & Johnson	**Bringing Up Buddy** (6/26-9/25) Scott	**Wells Fargo** (6/19-8/28) American Tobacco, Beech Nut
9:00		**TBA** (7/17-9/25)	**TBA**
9:30	**Adventures in Paradise** Amer. Chicle, Un. Carbide, Whitehall, J. B. Williams, duPont, L&M, Noxzema, Mennen	**Ann Sothern** (7/3-9/25) General Foods	**Concentration*** (4/7-9/18) P. Lorillard
10:00		**TBA**	**Barbara Stanwyck** (5/29-9/11) American Gas
10:30	**Peter Gunn** Bristol-Myers, R. J. Reynolds	**Brenner** (6/19 tf)	Station Time

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Bugs Bunny** General Foods, Colgate	Station Time	**Laramie** 6/20-9/12) Beech Nut, R. J. Reynolds, Schick
8:00	**Rifleman** P&G	**Father Knows Best** Corn Products, Scott	
8:30	**Wyatt Earp** P&G, General Mills	**Dobie Gillis** (7/18-10/3) Philip Morris, Pillsbury	**Alfred Hitchcock** (7/11-9/19) Ford, Revlon
9:00	**Stagecoach West** Brown & Williamson, Simoniz, Gillette, Miles, Ralston	**TBA**	**Thriller** (6/20-9/5) Beech Nut, Sterling Drug, American Tobacco, Helene Curtis
9:30		**Playhouse 90** (7/4-9/19) S. C. Johnson	
10:00	**Alcoa Presents** Alcoa		**Special Repeats** (7/4-9/12) Purex, others
10:30	Station Time		

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Matty's Funday Funnies** Mattel	**Rawhide** (7/28-9/22) Nabisco, Parliament, Bristol-Myers, General Foods, Drackett	**Happy** (4/14-9/8) duPont, others, local co-op
8:00	**Harrigan & Son** Reynolds Metals		**Whispering Smith*** (5/12 tf) Schick, Mead Johnson
8:30	**Flintstones** Miles, R. J. Reynolds	**Route 66** (7/7-9/29) Chevrolet, Philip Morris, Sterling	**Five Star Jubilee*** (3/17-9/8) Massey-Ferguson
9:00	**77 Sunset Strip** Amer. Chicle, Whitehall, Beecham, R. J. Reynolds		**The Lawless Years** (5/12-9/29) Alberto Culver, Brown & Williamson
9:30		**'Way Out*** (3/31 tf) Liggett & Myers	**Westinghouse Playhouse** (end 7/7)* **Westinghouse Preview Theatre** (7/14-9/29)* Westinghouse
10:00	**Detectives** P&G	**Twilight Zone** (6/23-9/22) Colgate, L&M	**Michael Shayne** (5/19-9/22) duPont, Beech Nut
10:30	**Law & Mr. Jones** P&G, Lorillard, Simoniz	**Person to Person†** (6/23-9/22)	

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Roaring Twenties** Warner-Lambert, Derby, Gillette, Simoniz, Mennen	**Perry Mason** (7/15-9/23) Colgate, Drackett, Parliament, Sterling, Moores	**Bonanza** (6/17-9/2) American Tobacco, P&G, RCA
8:00			
8:30	**Leave It To Beaver** Ralston, Colgate	**Checkmate** (6/17-9/9) Brown & Williamson, Kimberly Clark, Lever	**Tall Man** (6/10-9/2) R. J. Reynolds, Block, Mennen
9:00	**Lawrence Welk*** Dodge, J. B. Williams		**Deputy** (6/24-9/16) General Cigar, Bristol-Myers
9:30		**Have Gun, Will Travel** (6/17-9/2) Lever, Whitehall	**Nation's Future***
10:00	**Saturday Night Boxing*** Gillette, Miles	**Gunsmoke** (6/17-8-/26) Liggett & Myers, Remington Rand	
10:30	10:45-11: **Make That Spare*** Brown & Wmson, Gillette	Station Time	Station Time

hours, too. Networks have a good bit of time on their hands but probably are at least as well off as this time last year, when they had to face the big dislocations caused by political conventions and campaigns.

Gaps ▪ Program holes to be filled: the old Chevrolet Sunday hour on NBC, the *Danny Thomas* and *Hennesey* half-hours on CBS Monday and the half-hour Tuesday on CBS.

A "work chart" of the fall schedule appeared in BROADCASTING, March 13, pages 28, and 29. Changes since then, which appear quite firm at present, are incorporated below. Here are the revisions day-by-day:

Sunday: no significant changes; Monday: Robert Young show at 8:30-9 p.m. on CBS-TV now is called *Window on Main St.*; Tuesday: *Las Vegas* at 9-10 p.m. on ABC-TV is being replaced by *The New Breed* with Scott Paper (JWT) already signed for an alternate half hour.

Wednesday: *Alvin and the Chipmunks* is firm in the CBS-TV 7:30-8 p.m. slot with General Foods (B & B) sponsoring it; Scott Paper (JWT) is also sponsor of *Father Knows Best*, which follows; on NBC-TV, a new Bob Newhart show appears set for 10-10:30 with Sealtest (Ayer) the sponsor, and MCA the packager; Thursday: Coco-Cola goes out of *Ozzie & Harriet* on ABC-TV at 7:30, opening that period, while Buick (M-E) becomes third and final sponsor of Mitch Miller at 10 on NBC-TV (others are Ballantine and Reynolds, both through Esty).

Friday (or Thursday): *Dr. Kildare* goes in on NBC-TV at 8:30-9:30 with Liggett & Myers (M-E) sponsoring one-third; Friday: *Father of the Bride* with General Mills and Campbell Soup (both BBDO) the sponsors, and MGM-TV the production firm, goes on CBS-TV at 9:30-10 and presumably *Twilight Zone* would go in at 10-10:30 and *Route 66* would stay in its present 8:30-9:30 slot; also on NBC-TV, a new Dinah Shore series will go into the 10-11 slot, with *Stop the Camera* (Harry Sawder is packager) set for 9:30 on that network. Saturday: only change is full sponsorship by Gillette (Maxon) of the fights on ABC-TV at 10 p.m.

Film sales...

Play of the Week (NTA): Sold to WTMJ-TV Milwaukee; WTVR (TV) Richmond; WKOW-TV Madison, Wis.; WFSU-TV Tallahassee; KGLO-TV Mason City, Iowa, and WTVT (TV) Tampa, Fla. Now in 72 markets.

Bowling Stars (Sterling Television): Sold to WICS-TV Springfield; KGNC-TV Amarillo; WNEP-TV Scranton, and KWTV (TV) Oklahoma City.

Tv helps capture weatherman's muggers

Electronic journalism's ultimate news potential gave viewers of WBKB (TV) Chicago an exclusive on-the-scene film report last week of the discovery, apprehension and confession of three men who have been arrested in connection with the vicious street mugging of WBKB's weatherman, Warren Culbertson, while on his way home after his March 12 telecast. The attackers missed Mr. Culbertson's wallet and took his keycase by mistake. The tv weatherman is still recovering from the loss of three teeth and from extensive face and head cuts.

The unusual news film report was aired Sunday evening (March 19) by Alex Drier as a special edition of his regular 10 p.m. program. In itself the report represented an exciting, action-packed 24-hour team effort by Mr. Drier and the WBKB news staff. It began Saturday evening (March 18) as Mr. Drier, at home his one free night, was taking off his shoes to settle down and watch the state basketball finals. The week had been hard. Not a single break in the case of who attacked Mr. Culbertson, a mild-mannered man very much liked by his fellow staffers. The phone rang. WBKB's switchboard was relaying a call from

From his hospital bed, Mr. Culbertson recalls details of his street mugging.

Miss X breaks the case as she gives Mr. Drier clues identifying the assailants.

Captain Sailor Bird Cartoons (Sterling Television): Sold to WHEN-TV Syracuse, N.Y.; WBAY-TV Green Bay; WNEP-TV Scranton; WTVN (TV) Columbus; WHBF-TV Rock Island, Ill., and KXLY-TV Spokane.

The Abbott & Costello Show (Sterling Television): Sold to WCAX-TV Burlington, Vt.; KCTV (TV) San Angelo, Tex.; WHBF-TV Rock Island, Ill.; XETV (TV) Tijuana-San Diego; KELP-TV El Paso; KBTV (TV) Denver; KEZI-TV Eugene, Ore., and WCKT (TV) Miami.

Films of the '50's (Seven Arts Associated): Sold to KWWL-TV Waterloo-Cedar Rapids; KOLO-TV Reno; WHEN-TV Syracuse, N.Y.; WINK-TV Ft. Myers, Fla.; WISH-TV Indianapolis; KOCO-TV Enid, Okla.; KLRJ-TV Henderson, Nev.; KGHL-TV Billings, Mont.; WJAC-TV Johnstown, Pa., and KOGO-TV San Diego. Now in 57 markets.

Special Features (Seven Arts Associated): Sold to WISH-TV Indianapolis; WHEN-TV Syracuse, N.Y., and CKLW-TV Windsor-Detroit.

Treasure (Bill Burrud Productions): Sold to WOR-TV New York, WWJ-TV Detroit, XETV (TV) San Diego-Tijuana, Mex., and KTVU (TV) San Francisco-Oakland.

Miami Undercover (Ziv-UA): Sold to Time Finance, for WHAS-TV Louisville; Busch Bavarian, KWTV (TV) Oklahoma City and WJHG-TV Panama City, Fla.; A. H. Perfect & Co., WPTA (TV) Roanoke, Ind.; Royal Bedding, WJAC-TV Johnstown, Pa.; International Harvester, KGW-TV Portland, Ore.; LeBlanc Auto Sales and Southern States Drug, KLFY-TV Lafayette, La. Also sold to KXLY-TV Spokane; WATE-TV Knoxville; WICS (TV) Springfield, Ill.; WCHU (TV) Champaign, Ill.; WICD (TV) Danville, Ill.; KVAL-TV Eugene, Ore. and WILX-TV Onondaga, Mich. Now in 131 markets.

Westinghouse starts own network news show

Westinghouse Broadcasting Co. today (March 27) premieres its *Radio News Day*, said to be the first news show produced nationally by a station group. The program will be broadcast nightly to WBC radio stations at 7 p.m. Jerry Landay, WBC national news editor, will serve as the show's producer and anchorman.

The format will include late national and international news, depth stories and special events. Reports will be fed from 22 European and African nations

a "Miss X" who had a clue.

Mr. Drier's news sense whipped his relaxed reflexes to attention: Yes, Miss X would meet him right away at the studios. Two phone calls alerted camera crew and police. Soon after, at WBKB, cameraman Bill Birch was filming over Miss X's shoulder as Mr. Drier questioned her. Police detectives Robert Orsi and Robert Richards listened, just as tv viewers soon would do. Miss X worked in a neighborhood store. She said she overheard a conversation hinting connection with the case. Names were mentioned indicating a suspect the police could identify. Immediately the police manhunt through neighborhood taverns began, with Mr. Drier and the WBKB camera covering.

The search began to drag. But then it happened. A suspect was found in a bar. The WBKB camera caught his denial, his trip to the police station and then captured on film a confession by Ronald Wall, 22, that he had been involved and was the driver of the car he and his two roommates had used. After a drinking spree, he said, he and his unemployed buddies needed money, so they decided to roll somebody. But all they got were keys. And then he was scared. Hours later the police stakeout picked up Gustav E. Ahlberg, 22, and Arne G. Blomgren, 21, who told police and the WBKB camera they had jumped Mr. Culbertson.

Mr. Drier and his crew didn't go to bed that night. Through the day, Sunday, he and his associate, Don Bresnahan, edited the film and wrote the commentary. The 21-minute documentary was packaged in time for the Sunday 10 p.m. news.

"Our own version of *The Untouchables,*" Mr. Drier said, but the true story event was possible only through the teamwork of WBKB staff and police crews, he added. Usually it takes a week to produce this type of show, he said, but with the live action breaks and cooperation of all involved it was done in less than 24 hours.

The story isn't ended. Tuesday a Chicago grand jury indicted them. Next chapter: The trial.

In a neighborhood bar, Detective Orsi (l) and Mr. Drier (r) pick up suspect Wall.

Police find Mr. Culbertson's missing keys which were discarded after the attack.

Wall's roommates, Arne Blomgren (l) and Gustav Ahlberg, say they jumped Mr. Culbertson.

covered by WBC's European News Bureau under Rod MacLeish. Other coverage will come from the United Nations, the Far and Near East and all regional news bureaus in WBC markets.

WBC radio stations are KYW Cleveland; KDKA Pittsburgh; WIND Chicago; KEX Portland, Ore.; WBZ Boston; WBZA Springfield, Mass., and WOWO Ft. Wayne, Ind.

MCA's profit up in '60 $1 million over '59

MCA Inc., New York, last week reported record sales and net earnings for 1960, with income from tv films and studio rentals accounting for more than 80% of the company's gross sales.

The company's annual report shows that sales rose to $67.3 million in 1960, as compared with $57.8 million in 1959 and net income after taxes was more than $6.2 million, as against $5.2 million in 1959. After preferred dividends, dividends amounted to $1.55 per share in 1960, compared with $1.28 per share in the preceding year.

In 1960 MCA's income from tv film and studio rentals was reported at almost $57.6 million; from talent agency commissions, $8.7 million; dividends from foreign subsidiaries, $16,-551 and other income, $996,000.

A note to stockholders reveals that as of Dec. 31, 1960, more than $14.6 million had been paid to Paramount Pictures Corp. by MCA under a 1958 agreement whereby MCA acquired the tv rights to the pre-1948 Paramount features library. It was estimated by MCA that an additional $26 million may be paid to Paramount on the basis of contracts with tv stations made up to the end of last year. The MCA-Paramount pact set a price of not less than $35 million and not more than $50 million to Paramount, depending largely upon income obtained through rental of films to Stations.

Official Films readies four documentary series

Four new documentary series, three of them based on the recently-acquired Paramount newsreel library, are in the works at Official Films Inc., New York.

Russ Raycroft, Official vice president, revealed last week that production is underway on a series of 26 hour-long documentaries, drawn from the Paramount library, dealing with various subjects such as "Franklin D. Roosevelt," "Crime in the U. S.," and "A Half Century of Sports." The first of this series, "Admiral Richard Byrd" and "Babe Ruth," are scheduled for April release. Official has retained several producers to work on the new properties which include a series of 39 half-hour films for fall delivery. These half-hours will center around explorers, adventurers, generals, and famous sports figures.

A new five-minute series of 260 films, *Humor in the News,* also gleaned from the Paramount newsreels, is being produced as a successor to Official's *Almanac. Humor in the News* will be ready for June delivery.

A fourth new documentary, not drawn from the old newsreels, is a series of at least 25 half-hour films on Africa, each devoted to either a newly-independent country or one currently in a state of crisis. The series is offered for sale on a basis of one showing per month.

Program notes...

Back to anarchy ▪ *The Lawless Years,* last seen on ABC-TV a year ago this spring, returns Friday, May 12, 9-9:30 p.m. EDT, sponsored by Alberto-Culver (through Compton Adv.) and

Brown & Williamson (Keyes, Madden & Jones Adv.) Producer is the network's California National Productions. Second half of slot being vacated by *Bell Telephone Hour* and alternating *Sing Along With Mitch* is taken by *Westinghouse Playhouse With Nanette Fabray,* switched from 8:30 in general Friday shuffle.

New office ▪ TelePrompTer Corp., has opened new executive offices at 50 W. 44th St., N.Y. The group communications equipment company has leased 16,000 feet of space on the 6th floor of the building.

New distributor ▪ United Artists Associated, N. Y., has been assigned to handle the television sales activities of Lopert Pictures Corp., through the newly-created Lopert Films Div. of UAA. Harvey Reinstein of Lopert is director of the new division, reporting to Erwin Ezzes, executive vice president of UAA.

Hemus show ▪ Solly Hemus, manager of the St. Louis Cardinals, has signed with W&A Productions, that city, for a series of five minute sports shows. The new series, a comment-interview type format, will be available to radio stations this summer. Cost will be based on market population.

'Street' signers ▪ Public Affairs Radio Inc., N. Y., reports seven new stations for its daily two and one-half minute financial news feature, *This Is Wall Street.* The stations and sponsors, all of which are members of the New York Stock Exchange, include: WCCC Hartford, Conn., Fahnestock & Co.; WDAS Philadelphia, Newburger & Co.; WBEN Buffalo, Hugh Johnson & Co.; WBAL Baltimore, John C. Legg & Co.; WHOO Orlando, Fla., Security Assoc.; WVCG Coral Gables, Fla., Bache & Co., and KLZ Denver, Bosworth, Sullivan & Co.

EQUIPMENT & ENGINEERING

IRE convention draws 70,000 engineers

THEY SEE 850 EXHIBITS AND ATTEND 54 TECHNICAL SESSIONS

Advances in communications, space technology and electronics were unveiled last week at the 1961 International Convention of the Institute of Radio Engineers.

The world's largest technical society held its convention and exhibit at New York's Coliseum and the Waldorf-Astoria Hotel on March 20-23. The affair was attended by some 70,000 engineers and scientists from 40 countries who inspected approximately 25,000 different pieces of apparatus displayed by more than 850 electronic firms throughout the Coliseum's four floors. A total of 54 technical sessions was held, and 265 technical papers presented.

The convention opened amid predictions of tremendous economic and social advances. Dr. John F. Byrne, general manager of Motorola Systems Research Labs., Riverside, Calif., and North American vice president of IRE, speaking at a news conference, pointed out that electronics, now a $10 billion industry, and generally expected to exceed $20 billion by 1970, may well hit $30 billion by that time because of new developments and devices.

Dr. Lloyd V. Berkner, IRE president and also head of the Graduate Research Center, Dallas, Tex., said that although present-day communications are restricted to 60-70 long-distance channels, by the year 2,000 some 1,000 to 10,000 channels may be opened. He pointed out that this places great responsibility on members of the electronics industry to provide components with long life and devices capable of replacing themselves.

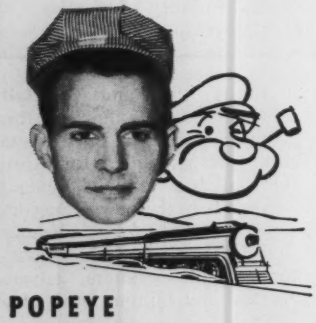
The Large and the Small ▪ Exhibits at the convention ranged from microminiature electronic components to huge computing machines. Among trends and patterns: A greater product diversification; stress on defense systems, test equipment, military, space and industrial communications. Most exhibitors are expected to emphasize their broadcasting equipment at the NAB Convention May 7-11 in Washington, D. C.

But some new products with broadcast applications were shown, such as a transistorized video tape recorder, called the world's smallest by its designer, the Sony Corp., Tokyo. The tape recorder is three feet long, two feet wide and three feet high, weighs less than 45 pounds, and is expected to gain application in the fields of communication, industry, education, health and sports.

The RCA exhibit was highlighted by the first showing of the new long-life "dark heater," applicable to all receiving tubes. The development derives its name from a specially process gray heater insulation coating which extends the life and improves the performance of receiving tubes. RCA expects to start using the new heater soon in many tubes intended for home entertainment instruments.

Also on display at the RCA Electron Tube Division exhibit were hundreds of electron tubes, ranging in size from a thimble to a nail keg, many of which have helped solve America's outer space problems. Other features of the RCA exhibit included color video techniques for use in critical industrial and military command and control systems, three new traveling-wave tubes for S-band and Ku-band frequencies, a new line of solid-state microwave oscillators and amplifiers, a group of developmental lightweight, integrally packaged pencil-tube-and-cavity oscillators and six new developmental "novar" tubes which utilize a nine-pin, all-glass base.

Gates Radio Co., Quincy, Ill., exhibited an entirely new system of low-



POPEYE and BRAKEMAN BILL

WWL-TV's big new afternoon show scores with the kids!

Brakeman Bill runs the best known railroad in these parts, a model train that's the envy of every child's eye. Big entertainment package includes Popeye & Bugs Bunny cartoons. The kids find their favorite shows on WWL-TV!

Represented nationally by Katz

WWL-TV

NEW ORLEANS

noise transistorized audio, plug-in amplifiers. Called the "Solid Statesman," the amplifier system can be applied to am, fm, tv, recording or military and among its advantages are high over-all power efficiency, low operating temperature, compact units and simplified wiring.

Collins Radio Co., Dallas, introduced a completely new hf communication receiver, the 51S-1. The receiver offers extreme frequency accuracy and operational simplicity and continuous coverage of the 2-30 mc range in 1 mc bands with 1 kc increments on the main tuning dial. Reception of upper sideband, lower sideband, am or cw signals is provided at any frequency within the tuning range.

Tiny Transmitter ▪ Miniaturization was emphasized by General Electric Receiving Tube Dept., Owensboro, Ky., which demonstrated a miniature transmitter that even with its power supply, is small enough to be held together in the palm of the hand. Power output of the transmitter is about 30 milliwatts, its range approximately 50 feet.

Sylvania Electric Products Inc., Buffalo, N. Y., and Westinghouse Electric Corp., Pittsburgh, were both active exhibitors. Sylvania's exhibit featured a "bonded shield" picture tube with an anti-reflection, scratch-resisting coating, while Westinghouse displayed a 6GK5 triode frame-grid tube whose main use is as an R-F amplifier in tv tuners. The Machlett Labs. Inc., a subsidiary of Raytheon Co., Springdale, Conn., also boasted of tube refinements with its exhibit of radio and tv receiving tubes which stressed innovations in grid manufacturing techniques and advanced quality control methods.

Tv cameras came in for attention. The Dage Division, Thompson Ramo Wooldridge Inc., Michigan City, Ind., introduced a transistorized version of the image orthicon camera to bridge the gap between the sensitivity limitations of the vidicon tube and the increased size, weight and cost of the more sensitive image orthicon. The new Dage camera offers the sensitivity of the image orthicon without its weight and size and claims many possible applications.

Kin Tel, Division of Cohu Electronics Inc., San Diego, Calif., also showed a new tv camera. An environment- and explosion-proof camera, it operates in extremes of temperature, humidity, altitude, noise, vibration, and dust. It is completely transistorized and is especially applicable to closed-circuit tv.

Papers Presented ▪ Several sessions on broadcasting were held during the week. One was devoted to the development of CBS Radio NetALERT, a system for signaling between the network headquarters and the affiliated stations

NOW AVAILABLE!

The New Gates Cartritape

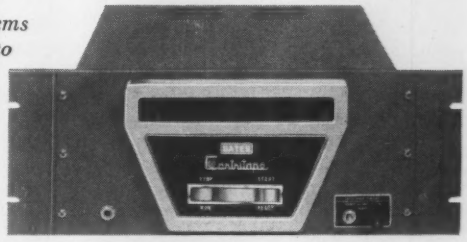
Cartridge Tape System

Your Answer to Quick, Dependable and Flexible Programming.

Developed and manufactured exclusively by Gates, Cartritape consists of a tape transport and playback unit that is the heart of an entirely new tape cartridge system. Matching the quality of the finest professional tape equipment, Cartritape is suited for all types of programming duties.

Outstanding features:

- *Compatible with other systems*
- *Will program anything up to 45 minutes in length*
- *Self-cueing*
- *Instant start-stop*
- *Universal 19" or 15" mounting*
- *Can be remote controlled*
- *Minimum motor wear*
- *Saves mounting space*



The "twin" of the basic Cartritape system is the Recording Amplifier. This converts Cartritape to a recorder unit without external switching.

For more complex operations you can select either Dual, Trio or Deluxe models in which two, three and four Cartritapes are rack mounted with a recording amplifier, a switcher and if desired a remote unit. Storage cabinet for tape cartridges is optional.

For further information write for the new Cartritape brochure . . . yours for the asking!

GATES **GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY

Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

over program lines. A technical paper concerning the development was presented during the session by Abraham A. Goldberg, manager, Instrumentation Research Dept.; Arthur Kaiser, section head, Audio Circuitry Research; George D. Pollock, project engineer, Instrumentation Research Dept.—all of CBS Labs., Stamford, Conn.—and Davidson M. Vorhes, vice president in charge of operations, CBS Radio. The NetALERT equipment, which is now being installed and which is expected to be operative by August of this year, will make it possible for CBS Radio affiliates whether on or off the air, to be alerted to receive urgent bulletins, new coverage or emergency announcements.

At another broadcast session, the technical system which enables the Voice of America to broadcast in more than 36 different languages from 77 transmitters was discussed. The development of the broadcasting service of the U.S. Information Agency was traced from its wartime inception to its present-day operations.

Visiting scientists and engineers were addressed during the week by several prominent members of the industrial industry. Dr. Lawrence J. Giacoletto, Michigan State U., told the convention on Monday (March 20) that "learning the fundamental limit of noise reduction might open billions of additional miles of space for radio astronomy exploration and simplify the problem of putting radio and tv relay satellites into orbit." The answer to the problems of noise reduction may also lead to important commercial applications, Dr. Giacoletto speculated. He added that parametric amplifiers, which hold the solution, may find use in color tv and in the reception of uhf tv signals.

"Where Are the Uncommon Men?", was the question asked and answered by Patrick E. Haggerty, president of Texas Instruments Inc., Dallas, in his speech at the IRE banquet on Wednesday (March 22). The banquet was the chief social event of the convention and was presided over by toastmaster Daniel E. Noble, vice president and director in charge of the Communications, Semiconductor, and Military Div. of Motorola Inc., Scottsdale, Ariz. The program of the banquet included the presentation of seven IRE awards and one IRE Professional Group award and the recognition of 76 new IRE Fellows.

For stay-at-homes

Foreign engineers unable to go to New York for last week's Institute of Radio Engineers international convention were treated to a radio broadcast "visit" to the 850 exhibits. RCA International Division sponsored four half-hour programs from the convention on WRUL, Metropolitan Broadcasting Corp.'s international short wave radio station. The programs were beamed to Europe, Africa and Latin America on Friday (March 25).

Stay-at-home domestic engineers fared even better. "Today at IRE," a 15-minute program featuring interviews with noted scientists and educators, was telecast daily during the four-day meeting. The program was shown in New York, Philadelphia and Los Angeles as an industry service by International Resistance Co., Philadelphia. Another tv highlight this year was nightly on-the-spot coverage of IRE activities. Stations carrying the telecasts were KTLA (TV) Los Angeles, WPIX (TV) New York and WRCV-TV Philadelphia.

Magnetic Sound, Conley announce firms' merger

A merger of Magnetic Sound Inc., West Des Moines, Iowa, and Conley Electronics Corp., Skokie, Ill., has been announced.

Stuart A. Steelman, founder and president of Magnetic Sound, was elected vice president and director of Conley and will continue to manage the combined West Des Moines operation.

Conley manufactures MoodMaster recording and playback equipment used with the Fidelipac tape cartridge in the broadcast background music and audio analgesic industries. Magnetic Sound was a pioneer in developing a method of duplicating radio programs on magnetic tape and distributing them nationally and internationally.

Electronic Tape Cartridges Inc., a newly formed subsidiary of Conley, is the manufacturer of Fidelipac continuous loop tape cartridges.

UPI improves wire photos

After eight years of research, representing an expenditure of $500,000, United Press International has initiated an improved system of wired picture transmission which it claims gives the news service's more than 600 newspaper and tv subscribers photographs of higher fidelity, sharpness and clarity. The improvement includes better separation of half-tones resulting in more faithful tonal reproduction of light and shadow. Responsible for the research and development of the new system were Jerome J. Callahan, UPI chief telephoto engineer; John H. Long, chief research engineer; Dewey Frezzolini, project engineer, and Jack C. Harenberg, central division telephoto engineer.

Technical topics...

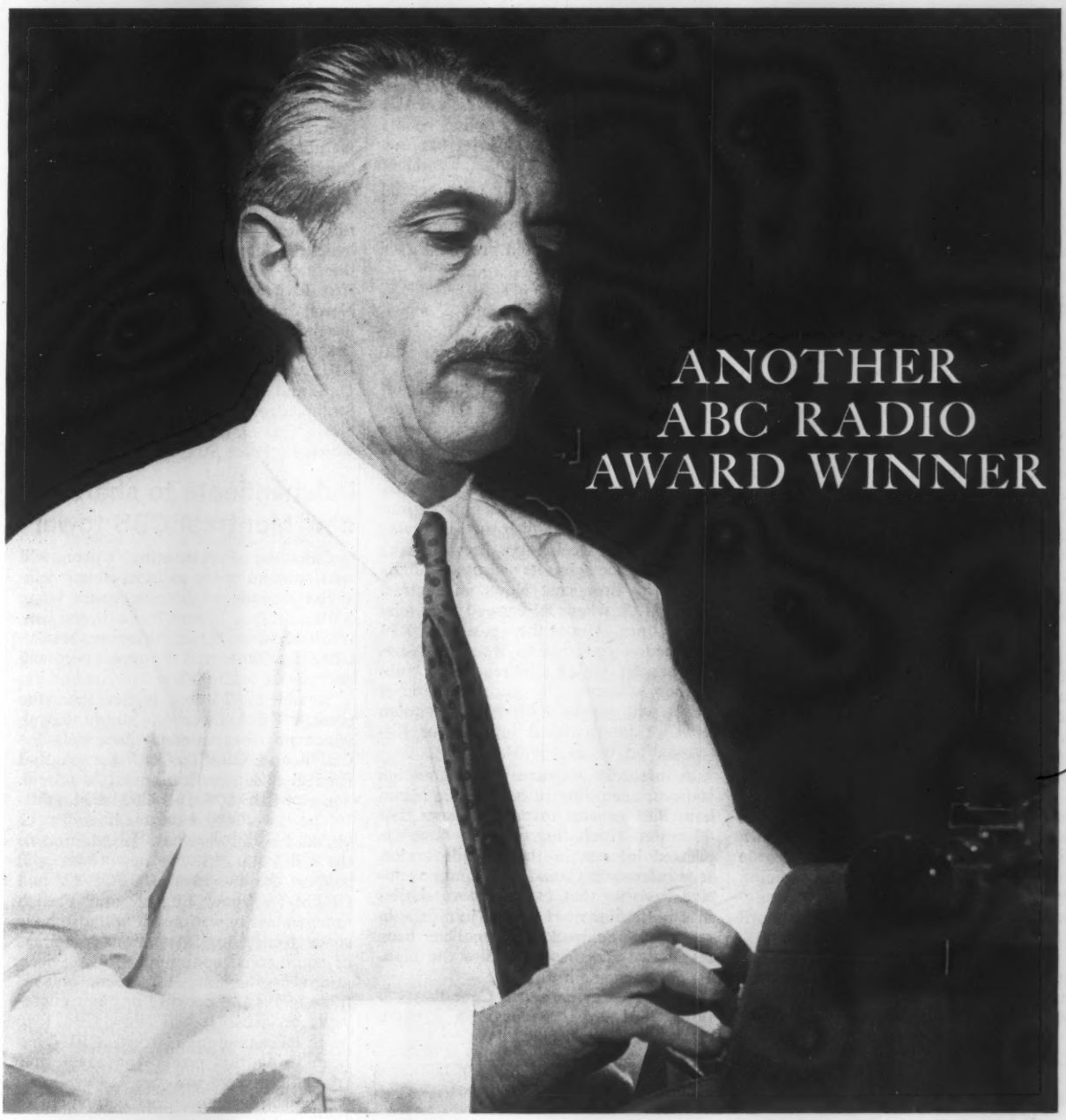
Single switch ▪ A new 16 mm sound motion picture projector, featuring a single rotary switch control, has been introduced by RCA. The projector, whose reverse mechanism automatically shuts off the sound track, also is equipped with a separate motor and blower for reverse operation as a precaution against lamp overheating and film damage.

Versatile tape recorder ▪ American Concertone, Culver City, Calif., has introduced its new Series 500 tape recorders, described as high performance, low priced and available both in portable and rack installed models. The series consists of three basic models, the M-506 tape transport ($349.50); the M-508 monarual ($520) and the M-507 stereo ($645). Some of the features in the series are high or low impedance inputs and outputs, large VU meters and separate line and mike inputs. The equipment is furnished with three fully shielded heads with space for a fourth for special effect work. Carrying case, line transformers, Cannon connectors and a 19 inch rack frame are available as accessory items.

Pocket mike transmitter ▪ Victoreen Instrument Co., Cleveland, Ohio, has designed a microphone and miniature transmitter which can broadcast over short distances. It is fm and high-fidelity, weighs 10 ounces and uses three transistors. It also can be used as a stage mike since it needs no trailing cord.

New version ▪ A new, lightweight version of the Norelco "Continental" tape recorder, modified for high fidelity, is now available from the North American Philips Co., N. Y. Called the "Continental" 200 (model EL3541), it operates at 7½ inches per second, and incorporates a narrow-gap, 4-track record/playback head.

Merger proposed ▪ General Instrument Corp., Newark, N. J., announced on March 13 an agreement in principle to merge Pyramid Electric Co., Darlington, S. C., into General Instrument, subject to approval of stockholders of both companies. Merger terms call for the issuance of one share of General Instrument common stock for each 17½ shares of Pyramid preferred stock. Pyramid, whose engineering, production and marketing facilities would be combined with those of General Instrument's Micamold Div., produces capacitors for electronic systems. General Instrument is a broadly diversified manufacturer of electronic components and equipment for military, industrial and entertainment uses.



TO EDWARD P. MORGAN
THE 19TH ANNUAL DUPONT COMMENTATOR AWARD

for ". . . the vigor of his independent pursuit of the elusive facts, for the soundness and thoroughness of his reporting, for his integrity in interpreting the facts as he sees them, and for his willingness to be forthright when he feels that the urgency of an issue requires it . . . He represents the best traditions of vigorous commentary . . ."

This DuPont citation is another of the many outstanding awards won by Edward P. Morgan — awards such as The Peabody Award, The Sidney Hillman Award, The Headliner Award and a Citation from the Overseas Press Club.

Edward P. Morgan, sponsored every weekday evening on the ABC Radio Network by the AFL-CIO. Agency: Furman, Feiner & Co. Inc.

BBG BROADCASTING PLANS ALARM CAB

Proposed limit on advertising, programs arouse convention

Canadian broadcasters were alarmed at new advertising and national program content regulations proposed by the Board of Broadcast Governors at the annual convention of the Canadian Assn. of Broadcasters at Vancouver on March 13.

BBG Vice Chairman Carlyle Allison told the convention the board was considering limiting radio advertising to six minutes per hour during 17 hours and to 20 minutes an hour averaged over the remaining seven hours of each 24 hour day. In the proposed 17 hour period programs would be without commercials of any kind a minimum of nine minutes. Hours for proposed limited advertising, including station promotions and contests, would be from 9 a.m.-noon, 2-5 p.m., and 7 p.m.-6 a.m. In the remaining hours a third of total time would be for commercials.

Broadcasters noisily warned Mr. Allison and BBG Chairman Dr. Andrew Stewart, that such regulations could kill radio broadcasting in Canada. Dr. Stewart, from the convention floor, assured broadcasters that the "board will not proceed with these regulations if they are met by such violent opposition."

Dr. Stewart told broadcasters the proposed rules were intended to give stations opportunities to experiment with different kinds of programs and provide more flexibility in commercial policies. Proposed new radio advertising regulations are to be heard at the BBG's April 11 meeting at Ottawa.

Some 350 broadcasters and advertising agency executives attended the CAB convention, which decided to underwrite dominion drama festivals for five years at $20,000 annually on a special assessment basis.

Don Jamieson, CJON-AM-TV St. Johns, Nfld., was elected president (see FATES & FORTUNES).

RPI, Broadcast News begin voiced reports

Radio Press International and Broadcast News, subsidiary of Canadian Press Co., plan to begin servicing voiced news reports to private broadcasting stations in Canada by late April, it was announced last week.

RPI and Broadcast News entered into an agreement to establish such a service less than two weeks ago. It will make use of voice circuits across Canada owned by Broadcast News, in contrast to the U. S. where RPI uses leased telephone lines. Under the agreement, RPI will feed voiced news to Broadcast News in Toronto, which will relay it to subscriber stations. In turn, Broadcast News will supply RPI with Canadian news of international interest for dissemination to all clients.

A preliminary survey of Canadian stations, according to Michael J. Minahan, RPI general manager, shows that 45 outlets (including four tv) have expressed interest in the voiced service. It is offered in Canada on a non-exclusive basis so that two or more outlets in a particular market may join as subscribers. The weekly charge has been set at two-and-one-half times the highest announcement rate.

To improve service to Canadian stations, RPI hopes to begin a French-language voiced operation for the 32 outlets there that broadcast in French or in French-English, Mr. Minahan said. He noted that RPI already has Spanish-language feeds for Latin American clients.

Though financial details of the arrangement were not disclosed, it is believed that RPI will receive two-thirds of the revenue from stations and Broadcast News one-third. Broadcast News, as a subsidiary of Canadian Press, has been providing wire service facilities to 230 radio-tv clients in Canada. RPI, which serves 55 stations in the U. S. and seven in Canada, is owned by Straus Broadcasting Group (WMCA New York and WBNY Buffalo), of which R. Peter Straus is president.

Independents to share new Montreal CBS tower

Canadian Broadcasting Corp. will rent antenna space to independent television stations on its new tower being built on top of Mount Royal in the center of Montreal, Que. Alphonse Ouimet, CBC president, said the new tower will cost about $625,000.

It will be 71 feet higher than the present CBC tower on Mount Royal, which provides antenna space only for CBFT and CBMT, CBC French and English television stations at Montreal, and for CBF-FM and CBM-FM.

The tower will have facilities for 12 vhf and 6 uhf services. In addition to the CBC stations, the new tower will support the antennas of CFCF-TV and CFTM-TV, new English and French independent tv stations. It will also have space for future fm stations, antennas of commercial communication services, microwave antennas for mobile unit remote relays and network or other microwave services. It will allow CBMT to go to its maximum 100 kw. CBFT has been using this power for some time from the present tower.

Transmitters and other equipment of CBC stations CFCF-TV and CFTM-TV are housed in nearby buildings. Canadian General Electric Co. Ltd., Toronto, Ont., will build the tower, expected to be one of the most complex antenna structures on the continent.

Rome meeting plans world marketing group

The prospect of formation of a World Federation of Marketing Associations has been announced by Donald R. Longman, vice president of J. Walter Thompson Co., New York. He said delegates from 16 foreign marketing associations met in Rome during the week of March 20. Mr. Longman, president-elect of the American Marketing Assn., headed a task force to investigate such a world federation.

The new federation would enable the interchange of marketing information between countries and would permit joint ventures in such areas as uniform terminology and definitions, marketing education, promotion of marketing contacts, development of trade statistics and sponsorship of international marketing conferences. The Rome meeting was held to try to formalize the federation, elect officers and appoint committees. Membership is limited to associations only, not individuals.

Delegates from AMA besides Mr. Longman included T. W. Kober, director of marketing for Vickers & Benson Ltd., Toronto, and AMA's executive director, Vance E. Lockhart, from Chicago headquarters.

Gen. Sarnoff honored by international tv group

Brig. Gen. David Sarnoff, RCA's chairman of the board, is one of six international figures who will be honored at the World's First International Festival of Television Arts and Sciences. Gen. Sarnoff will be awarded a citation for outstanding contributions to the use of tv as a medium of international com-

munication and understanding at the Festival scheduled to be held at Montreux, Switzerland, May 15-27.

Others receiving citations are Sir Noel Ashbridge (England), chairman, Marconi Group of Companies; Dr. J. Boutry (France), professor at Institute of Arts and Materials; Erik Esping (Sweden), technical director, Swedish PTT, chairman CCIR study group XI (tv); Dr. P. V. Shmakov (USSR), professor at Leningrad Television Institute; and Dr. Kenjiro Takayanagi (Japan), managing director, Victor Co. of Japan.

The international event will be in three parts—a trade fair lasting the entire fortnight; a contest, sponsored by the Swiss Broadcasting Corp., covering the second week; and an International Television symposium, which will take place from May 17-21 (BROADCASTING, Dec. 12, 1960). The symposium, which will serve as a forum for the exchange of information on technical advances in tv throughout the world, will feature the presentation of technical papers and speeches by tv experts from many countries including some from behind the Iron Curtain. Among the American representatives scheduled: Dr. George H. Brown, vice president, RCA, reading a paper entitled "New Developments in Tv Tape Recording" written by A. H. Lind of RCA. The symposium is being organized by the International Telecommunications Union in collaboration with the European Broadcasting Union, The United Nations Educational, Scientific & Cultural Organization, the International Broadcasting & Television Organization, and other organizations and professional societies concerned with tv.

Russians said building world's tallest tv tower

Russia currently is laying the foundation of what is described as the world's tallest television tower in the Moscow suburb of Ostankino. The 1,706-foot structure is scheduled for completion presumably within the next year.

The giant structure is expected to double the present 37-mile effective range of Moscow's tv transmissions.

The world's tallest tower at present is the 1,676-foot tower of KFVS-TV Cape Girardeau, Mo., which was completed last October. Building time was 2½ months.

The Russian tower, to be something of a tourist attraction aside from its technical value, will house a restaurant at the 1,082-foot level and an observation platform above it. The tower's elevator, reportedly to be the fastest in the Soviet Union, will have a maximum speed of 16 feet per second—less than two minutes from top to bottom.

The hollow, reinforced concrete lower portion of the tower will be a truncated cone nearly 207 feet in diameter, supported by 10 legs. Beneath the cone's base will be a circular, glass-enclosed building containing transmitting equipment, control rooms and other technical facilities.

CFPL engineer develops automatic program unit

An automatic programming system developed by Glen A. Robitaille, engineer of CFPL London, Ont., is used at that station from midnight to 6 a.m. The system uses punched paper tape for information storage, and can handle ten program sources in any random manner in a feedback mode, a straight time mode, or a mixture of both.

For his development of this system Mr. Robitaille was presented with the 1961 Col. Keith S. Rogers Memorial Engineering Award at the annual meeting of the Canadian Assn. of Broadcasters at Vancouver, B. C., on March 15. The award is made annually by the tube department of the Canadian General Electric Co. Ltd., Toronto, Ont.

Mr. Robitaille explained that the duration of the time period controlled by the system is virtually unlimited, except by the capacity of the audio tape machines. The time reference is a synchronous motor.

"Our desire to improve the service we provide our listeners through better programming, and extended hours of both our am and fm services, led us to seriously consider automatic programming," Mr. Robitaille points out. "The attraction of automatic programming is better utilization of the various skills available at CFPL and the hope that it will result in our providing better service at a minimum increase in costs."

Canadian tv satellite opens

CBFST Sturgeon Falls, Ont., on March 4 started operations as an unattended tv satellite station of CBFT (TV) Montreal, Que., on ch. 7 with video power of 9.75 kw and audio power of 5.27 kw. The station is connected by microwave with the CBC's French-language network and carries programs to the approximately 28,000 French-speaking people of this area north of Lake Nipissing in northern Ontario.

CBC will open a French-language satellite station of CBFST at Sudbury, Ont., for some 10,500 French-speaking people in the nickel-mining community. Approval for the station has been received from the Board of Broadcast Governors and the Dept. of Transport, pending arrangements for a channel between the Dept. of Transport and the Federal Communications Commission of the United States.

In Rochester, N.Y.
People Are Switching
FROM "TIRED" Radio
TO
WVET
1280 KC
• FOR MUSIC THEY LOVE
• NEWS NAMES THEY KNOW
• COMPLETE NEWS COVERAGE
BASIC NBC AFFILIATE
WVET RADIO, Rochester 4, N.Y.
Nat'l Rep.: Robert E. Eastman & Co., Inc.

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...
"LIB" it up!

When it comes to reaching the enormous Negro Community of greater New York, time buyers sum up their strategy in three little words: "LIB IT UP"
The reasons are simple. Whether you sell a LIBation or appeal to the LIBido only WLIB can do the effective job.
WLIB
Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.
EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

WTOP boosts Senators with 'booster club'

25,000 BASEBALL FANS HAVE ALREADY JOINED

WTOP-AM-FM-TV Washington will do almost anything to further enhance one of its major properties—like the broadcasting rights of the new Washington Senators.

Realizing that the club's fortunes might be a bit dubious and that probably the Senators were likely to show up for each of their games—if nothing else—station officials drummed up a promotion designed to ignite the local fandom. And that it has.

To the glee of the club, the advertisers, the station and the fans, WTOP's newly-formed booster club—now 25,000 strong—is catching on like wild fire and still has almost three weeks to go. The booster club (combined brainchild of many station officials) offers everything but victories for the Senators. Such things as a two-for-one ticket deal for Saturday afternoon games (buy one ticket, get two); trips with the team; special merchandising gimmicks and other novelties are reasons why the promotion has reaped success without saturation, according to the station.

Team and station officials, overwhelmed by booster club results thus far (and it will accept members until opening day), find themselves in somewhat of a delightful dilemma. At the current new member rate, the Senators will have more boosters than their stadium has seats.

Number one booster, selected by WTOP and the Senators, is a 14-year-old schoolgirl from nearby Falls Church, Va., who will receive the presidential treatment (personal limousine, box seat, fanfare, etc.). More than that, WTOP has gotten permission from her principal to let the Senator's number one fan out of school for opening day, proving again that baseball and broadcasting go hand and hand.

Drumbeats...

Braggin' contest ▪ WCBT Roanoke Rapids, N. C., presented a "braggin' contest," matching that city's mayor and the manager of the Chamber of Commerce in a verbal test to determine who could brag most about Roanoke Rapids. A panel of judges awarded the verdict to the Chamber of Commerce, 3-2. But WCBT figures both parties won.

CYO aids NAB ▪ Strong allies in celebrating National Radio Month (May 1961) have been found by NAB. The trade association has sent out 5,500 display bulletins, the largest single shipment ever, to the National Council of Catholic Youth. The bulletins were

Fun in the Bermuda sun—real and artificial

Rain, sleet and light snow drenched New York while balmy weather warmed Bermuda on March 8. Nearly 250 timebuyers, representing 75 agencies (mostly in New York with a dozen in Boston and several in Philadelphia), flew Pan-American jet in a one-day "junket" to Bermuda. They were guests of Capital Cities Broadcasting Corp. (WTEN [TV] Albany, WROW, Albany, WTVD [TV] Durham, N. C., WPRO-AM-TV Providence).

The agency travelers arrived in Bermuda in the morning for a day of sightseeing, swimming, golf and water skiing, using the luxurious Elbow Beach Surf Club as headquarters. While the day was festive for the buyers, for Capital Cities it was the more lavish (and expensive) of its annual "junkets" (for the past six years Capital Cities conducted a "day at the Saratoga races" for timebuyers).

While buyers surfed and sunned in Bermuda, a group of buyers unable to junket was entertained at a special luncheon in a Blair Tv conference room in New York by account executive Bill Vernon who acted as m. c. on a "simulated" trip to Bermuda. Mr. Vernon's sales assistants, Marge Jerome and Carol Murphy, were fitted by Pan-American for stewardess uniforms, while the airline also supplied napkins, air menus and the like for the lunch.

Favors and Fun ▪ Among the fine touches: a sun lamp and a bottle of Man-Tan for sun worshippers (see picture), a paper bag at every plate, a half-hour color film on Bermuda, party hats and favors, playing of records featuring Bermuda entertainers and Shelley Berman. During the "party," a weather report for Bermuda was "announced" over the "airline" speaker system.

Meanwhile, back at Bermuda, the agency travelers had an extension on their "day," as the impossible weather in New York managed to close down Idlewild Airport giving the party additional play time, their arrival in New York delayed from 11 p.m. to 2:15 a.m. March 9.

In New York (l), the "sun" is adjusted by "airline stewardess" Carol Murphy (Blair sales assistant), while Dorothy Medanic of Dancer-Fitzgerald-Sample "sunbathes" and Bill Vernon poses, while in Bermuda (r) junketing time buyers enjoy the real thing at the Elbow Beach Surf Club.

prepared by NAB to enable their distribution directly to every CYO activity in the nation. The 1961 National Radio Month observance marks the 41st anniversary of regular radio broadcasting in the United States.

Special invitation ▪ WLBZ-TV Bangor, Me., reminds key city and state civic leaders of important programming by sending out special engraved invitations. The station has found this to be an effective means of reminding its viewers of its quality programs.

Fabulous 90 ▪ Ponies and puppies provided the impetus for a three week "Fabulous 90" promotion by WSYR-TV Syracuse. The response—70,000 postcards—more than gratified station officials who had to hire extra help to keep the pace. The promotion was based on the 90-minute (5:00-6:30 p.m.), action-cartoon segment on WSYR-TV. Viewers were asked to send in post cards bearing their names and addresses to be eligible for prizes. Three spots daily during the 90-minute segment were used to promote the contest. Average response was 4,118 cards per day for the prize-a-week contest.

Agreement ▪ KTTV (TV) Los Angeles and Arrowhead & Puritas Waters Inc., that city, have come up with a point-of-listening program advertising and a reciprocal year-around spot announcement schedule. KTTV program promotions will appear on all the water company's 5 gallon bottles and its delivery trucks in return for free spots on KTTV.

Public affairs spread ▪ WMCA New York has announced a new "cumulative public affairs" policy designed to provide the listening audience with a broader understanding of public issues. The new broadcast technique divides a single issue up for treatment among various programs and personalities on the station. Each on-the-air mention of the specified subject carries an identifying sound to tell the listener that he is hearing part of the continuing analysis.

Open house ▪ WIBW-AM-TV Topeka, Kan., held an open house to show off its new Ampex 1001A Videotape Recorder. Attending were advertisers, agencies, educators, and civic personalities. Thad M. Sandstrom, the station's general manager, hosted the affair.

Breaking bread S.F. style ▪ Radio account executives at Daren F. McGavren Co., New York, became bread deliverymen on March 17 to personally acquaint some 700 timebuyers, media directors and account executives at New York agencies with two "products" indigenous to San Francisco—Larraburo Brothers Sour Dough French Bread and KABL San Francisco, a Gordon McLendon station represented by McGavren. The bread—adapted from a recipe used by miners during the '49 gold rush—was described by Homer Odom, KABL general manager, "as much a part of the Bay area as KABL."

WPEN's high-flying personality

WPEN Philadelphia claims to be that city's highest flying radio station. And in a way it is. The station's traffic helicopter, a familiar sight at various events, has become pretty much a byword in the city of brotherly love.

Last summer the helicopter attracted large crowds (see photo) at various Philadelphia recreation centers in a traffic safety program sponsored jointly by WPEN, the police and fire departments and the Recreation Dept. Now the chopper has a new role—as special events personality. And that, too, seems to be proving successful, according to station officials.

Psychology on a bus

Northern New Jersey commuters will be able to take a Rorschach test as they ride to and from shopping and business on 1,350 public transit vehicles. Displayed on 11x42-inch bus cards, will be the ink-blot signatures of eight WNEW New York air personalities. Riders are asked to try and identify the signatures.

This is the first time in 10 years that the New York station has used a bus card campaign. It will run for one year in all buses of the North Jersey Public Service and six independent bus lines serving that area.

GWTW's second premiere

WAGA-TV Atlanta—aided by settings and society from the Georgia Centennial Commission—gave its audience, what it terms, an unprecedented coverage of the second premiere of "Gone With The Wind."

CBS-TV News' Douglas Edwards, brought in specially, served as anchorman. Being a former Atlantan, Mr. Edwards added a further touch of realism to the proceedings which included the premiere, a Centennial Ball and interviews with original members of the cast.

Also shown were newsreels of the Dec. 15, 1939 premiere which showed WAGA Radio on the spot.

Sponsor of the two-nite coverage was Davison's department store.

More than a decade of Constructive Service

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BROADCAST ADVERTISING

William E. Holden, vp and director, Doherty, Clifford, Steers & Shenfield, N. Y., joins Fuller & Smith & Ross, that city, as senior vp and manager, N. Y. office, effective May 1. Mr. Holden has also been appointed member of board.

Hadley Atlass, vp, Young & Rubicam, N. Y., named director of merchandising department.

Leonard Carlton and **Carroll Pheifer,** in Kenyon & Eckhardt, N. Y.'s marketing services division, elected vps.

Hugh H. Foss, formerly account executive at C. J. La Roche & Co., joins Vanguard Adv., N. Y., as vp in charge of client relations.

Kenneth E. Hegard, director of radio and tv department of Kramer-Krasselt Co., Milwaukee advertising and pr firm, named vp.

Compton S. Jones, formerly account executive with Ketchum, MacLeod & Grove, Washington, D. C., to S. G. Stackig Inc. (advertising and pr firm), that city, as executive vp.

Frank M. Mitchell joins Ted Workman Adv., Dallas, as vp and account supervisor. He formerly served as account executive with Glenn Adv., that city.

SMALL MARKET BONUS BUY

★ 60,100 TV HOMES in Western Montana
★ CBS-ABC-NBC Best Programs of all three networks shown, assuring top audiences.
★ COVERAGE KMSO-TV services Seven cities of Missoula, Butte, Anaconda, Deer Lodge, Helena, Hamilton, and Kalispell in 13 Western Montana counties

KMSO-TV
MISSOULA, MONTANA

CBS · NBC · ABC

NATIONAL REPRESENTATIVES
THE BOLLING COMPANY

Mr. Doble

Mr. Leinbach

John E. Doble, account group head, and **John D. Leinbach,** tv-radio copy supervisor, both BBDO, N. Y., elected vps. Mr. Doble, who joined agency last month, was formerly with Ted Bates & Co., on Brown & Williamson account. Mr. Leinbach, with BBDO since 1947, was originally radio copywriter. In 1955 he was named tv-radio copy group head, and in 1958, supervisor.

Bob Sallin, transferred from Foote, Cone & Belding's Hollywood office to Los Angeles broadcast department where he assumes duties of broadcast supervisor. **Julien Field** joins creative department as copywriter.

Michael Chappell, formerly of Donahue & Co, N. Y., joins Papert, Koenig Lois, that city, as copywriter. **Renee Borek,** who was advertising fashion coordinator and copywriter for women's department stores, also joins agency as copywriter.

Dyne Englen and **Edmund L. Bigelow,** copywriters, MacManus, John & Adams, Bloomfield Hills, Mich., named associate creative directors. **Robert B. Latimer Jr.,** also copywriter, becomes group copy director.

Robert Sturtevant, formerly of CBS-TV, joins Kenyon & Eckhardt, N. Y., as copywriter.

Mrs. Dowling

Sylvia Dowling, copy group head, elected vp of Benton & Bowles. Mrs. Dowling has been with B&B since 1956 and supervised copy for Post Cereals commercials. She formerly held creative position with Sullivan, Stauffer, Colwell & Bayles, and was responsible for award-winning Schlitz beer silent commercials at Young & Rubicam.

Paul Wagner, formerly promotion director and continuity writer of KXOA Sacramento, joins Gerth, Brown, Clark & Elkus, advertising agency, that city, as copywriter.

Robert C. Barker, formerly vp and account supervisor, Compton Adv., N. Y., joins J. Walter Thompson, that city, as account supervisor on RCA.

John P. Little, formerly of J. Walter Thompson, N. Y., joins The Kudner Agency, that city, as account supervisor on Pan American Clipper Cargo and Intercontinental Hotels.

Bruce Unwin, art director, MacManus, John & Adams, Bloomfield Hills, Mich., promoted to executive art director.

John Griffin, senior art director, McCann-Marschalk, N. Y., joins Fuller & Smith & Ross, that city, as art director. Mr. Griffin, who was with M-M and McCann-Erickson since 1953, worked on Coca-Cola, Flintkote and Dutch Boy. **Stewart Seidman** and **Hugh Schick** also join agency as studio artists.

James K. Richter joins Storm Adv., as art director for agency's St. Louis office. He comes from Art Services, that city, where he was president.

THE MEDIA

Mr. James

Dick James appointed to newly created post of station manager of WBBW-AM-FM Youngstown, Ohio. He previously served as an account executive for regional and local sales. Prior to that, he served as local sales representative for WCUE Akron, and WIZE Springfield, all Ohio.

Jay M. Wright, formerly president, KSL-AM-TV Salt Lake City, Utah, and board member of KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, named director of engineering facilities for Crown stations (KING-AM-FM-TV Seattle, Wash.; KGW-AM-TV Portland, Ore.; KREM-AM-FM-TV Spokane, Wash.). He succeeds **James L. Middlebrooks,** who has resigned.

Ted Snider appointed station manager of KPAY Chico, Calif. Prior to his appointment he was manager of KBST Big Spring, Tex.

Hal Shore appointed managing director of WKMF Flint, Mich.

Avery Gibson, vp in charge of sales development, H-R Television, N. Y., elected to research advisory committee of Television Bureau of Advertising.

James A. Jurist, director of business affairs, California National Productions, N. Y., named director of business affairs, NBC News.

Gene Klein, assistant general manager in charge of sales of WBOY-AM-TV Clarksburg, W. Va., returns to Steubenville, Ohio, headquarters of The Friendly Group (parent organization), for special assignments. **Paul E. Burnell** and **Robert J. George,** named account

executives. Mr. Burnell was formerly with sales department of Capital Airlines, Charleston, W. Va., while Mr. George was account executive with Martha Mills. **Kenny Doll** and **Ed Davis** appointed as staff announcers.

Glenn Huston named program director of KNTV (TV) San Jose, Calif. He previously was program director with WEAU-TV Eau Clare, Wis.

Mr. Theiss

Mr. Heaney

James Theiss and **Lloyd Heaney** named eastern and western stations sales managers, respectively, Blair Television Assoc. Mr. Heaney resigned from sales development division, WGN-TV Chicago, four years ago to join Blair in Chicago. He transferred to N. Y. last year. Mr. Theiss, who joined Blair in 1956, was formerly timebuyer at Benton & Bowles, N. Y.

Randy Hippler, formerly with WLOF-TV Orlando, Fla., joins WNEM-TV Saginaw, Mich., as producer-director.

Jack Belt, news director and promotion manager of WRDW-TV Augusta, Ga., assumes additional responsibilities of director of public affairs.

Art Seabolt named promotion manager of WTVD (TV) Durham, N. C., to succeed **Dave Murray,** who left to join John Harden Assoc., pr counselors, Raleigh.

Leland B. Hallett, headquartered in Wenatchee, Wash., named Pacific Northwest area supervisor for catv properties of H&B American Corp.

Richard J. Wright appointed publicity and promotion director for KGW-TV Portland. He was previously employed by Pacific National Advertising Agency, Spokane.

Samuel Zelman, temporarily assistant to general manager and vp, CBS News, returns to Los Angeles as West Coast bureau manager, CBS News, and news director of KNXT (TV), that city.

Cliff Kirk, program director of KFSD-FM San Diego, named special assistant to program director of KOGO (formerly KFSD), that city. Other changes at KOGO: **Frank Thompson** and **Don Kent** join as air personalities. **Doug Vernon,** recently to community relations director, also assumes broadcasting duties. **Russ Hamnet,** formerly record librarian for WCNC Elizabeth City, N. C., to staff announcer.

Edward Kopriver, on engineering staff, promoted to chief engineer of WTVN (TV) Columbus, Ohio. He will replace **Raymond Owen** who is joining WKRC-TV Cincinnati, in similar position.

Gil Newsome, formerly station manager of KWK St. Louis, to KSD, that city, as air personality.

Bill Randle, formerly air personality at WERE Cleveland, promoted to program and promotion consultant.

John L. Williams appointed assistant program manager of WBZ Boston. Mr. Williams had been serving as advertising and sales promotion director since 1957.

Donald Barrabee, formerly of media department, Lambert & Feasley, N. Y., joins Venard, Rintoul & McConnell, that city, as account executive. Other new VR&M account executives are **Norman Alpert,** formerly of WTVU (TV) Scranton; Chicago office adds **Ted Chambon,** of Northwest Airlines, and **James Fox,** of Rollins Broadcasting Co. Los Angeles office adds **Jack Kabateck,** formerly of Headley-Reed.

Jack Van Nostrand named national account executive for KTLA (TV) Los Angeles. **George Stellman** appointed to local sales staff. Mr. Stellman was formerly with CBS Radio, that city.

Gene Hull, formerly of WICC Bridgeport, to WJZZ-FM Fairfield, both Connecticut, as account executive.

Joseph P. Dowling, formerly sales promotion manager of CBS-TV Spot Sales, N. Y., named to similar position with Storer Television Sales, that city.

Mr. Schwartz

Walter A. (Wally) Schwartz named national radio sales manager for Westinghouse Broadcasting Co. He is currently in charge of am radio sales office in Detroit, which he has headed since 1959 when he joined Westinghouse Broadcasting Co.

Philip D. Marella, member of WIIC (TV) Pittsburgh sales staff, promoted to local sales manager.

Phil Christie joins WCCM Lawrence, Mass., as program director and air personality. He was formerly air personality with WBZ Boston. **Hugh Anthony** and **Bill Borrelli** named account executive and news editor, respectively.

Jay Sims joins KABC Los Angeles announcing staff, replacing **Les Lampson,** who resigned to free lance.

Melvin G. Thompson joins WNCA Siler City, N. C., as account executive.

James F. O'Grady named executive vp of Adam Young Inc., and Young-TV (station reps); **Stephen A. Machcinski** appointed general sales manager and vp of both companies. Mr. O'Grady was formerly associated with tv firm only while Mr. Machcinski handled Adam Young Inc.

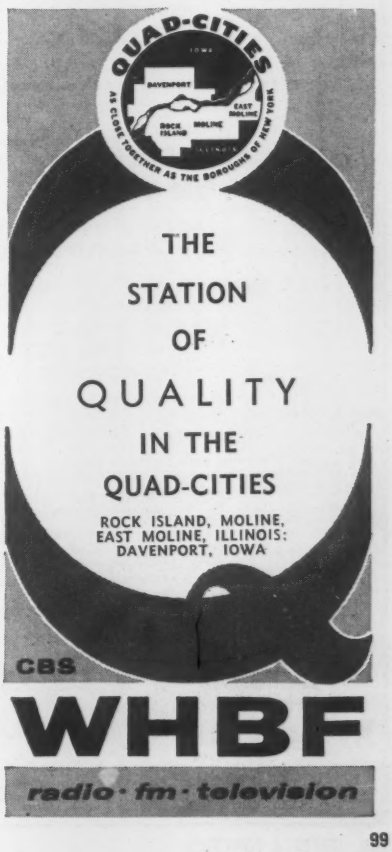
Mr. O'Grady

Mr. Machcinski

Don Beck joins sales department of KRAK Stockton-Sacramento, as account executive. He formerly was sales manager of KORK Las Vegas.

Jack Davis, formerly account executive with Daren F. McGavren, joins KABC-TV Hollywood, in similar capacity.

Alan K. Fleming appointed news director of KNOX-AM-TV Grand Forks, N.D. Mr. Fleming was formerly news



editor and film director at KSOO-TV Sioux Falls, S.D.

Alex Noh appointed news director of KGU Honolulu, replacing **Terry O'Connell** who resigned to join pr agency that city.

T. F. X. Higgins, executive director of Foreign Policy Assn., of Pittsburgh, signed by WIIC (TV) that city, as news commentator.

Philip E. Silberberg, CBS attorney, named senior attorney, CBS-TV.

Ben McKinnon, general manager of WSGN Birmingham, Ala., named "Advertising Man of the Year" by Advertising Club of that city.

Don Hoak, Pittsburgh Pirates third baseman, signs for weekly Saturday sports program on KDKA-TV Pittsburgh.

Ed Conway, formerly newscaster of WIIC (TV) Pittsburgh, joins WTAE (TV), that city, as sports director. Mr. Conway replaces **Ray Scott** who joined American League Minnesota Twins as play-by-play announcer.

Al Fox, former air personality at WCKR Miami, joins KNOB (FM) Long Beach, Calif., in same capacity.

Joel Deutsch, formerly director of merchandising for Strassler-Johnson Co., named assistant director of promotion for WIP Philadelphia.

Cy Tuma, former KOTV (TV) Tulsa, news editor, returns to station after two year absence during which time he served as executive secretary of National Foundation of Infantile Paralysis. Mr. Tuma replaces **Tuck Stadler** who has been promoted to news director.

JFK advisor honored

Dr. Wiesner

Dr. Jerome B. Wiesner, President Kennedy's science adviser, has been chosen to receive Electronic Industries Assn. 1961 medal of honor. Dr. Wiesner will receive award "for distinguished service contributing to the advancement of the electronics industry" at EIA annual convention in Chicago in May. He is on leave as director of electronics research lab., Massachusetts Institute of Technology, and was, until his appointment to White House post, a director of Sprague Electric Co.

Roger Sharp, who formerly headed news operation, resigns to join ABC news staff, New York.

Seymour Merill named chief news director of KGBS Los Angeles. **Steve Arvin** joins station as news editor, replacing Mr. Merill. He previously served as news director of KGEE Bakersfield. **Walt DeSilva** and **Nick Carter** appointed weekend announcers for KGBS.

Phil Wilson appointed news director of KXTV (TV) Sacramento.

Don Meighan, formerly KCRG Cedar Rapids, Iowa, news editor, named director of news of KQAQ Austin, Minn.

Bob Zenner to join KOLN-TV Lincoln, Neb., on April 1 as sports director. He formerly served in similar capacity with KLIN, that city.

Dave Diamond joins WKGN Knoxville, Tenn., as program director. **Tom Murphy,** formerly with KOIL Omaha, joins station as air personality.

Dick Drury, program director for KQV Pittsburgh, assumes additional responsibilities of air personality.

Phyllis Frick named to head continuity department of WSBT South Bend, Ind., replacing **Eleanor Moore,** who died March 1 (BROADCASTING, March 13, 1961).

Jack Jackson, formerly farm director at KCMO-AM-TV Kansas City, to similar position at WFIL-AM-TV Philadelphia, replacing **Milton Bliss,** who joins U. S. Dept. of Agriculture.

Wes Seyler joins WDAF Kansas City farm department. He formerly served as farm director for WIBW Topeka, Kan.

Lee Desilet joins KOMO Seattle as member of sports and special events department.

Francis X. Bushman, silent movie star, signs to host movie program on KTTV (TV) Los Angeles.

Bruce Parsons, formerly air personality at WCTC-AM-FM New Brunswick, N. J., joins WYFI-FM Norfolk, in similar capacity.

PROGRAMMING

Elliot Silverstein, signed to two year contract by Screen Gems as staff director, assigned to hour tv film productions and half-hour Joan Crawford anthology.

Peggy Rea, on production staff of CBS-TV's *Have Gun, Will Travel,* promoted to casting director of show, which starts fifth production season May 9.

Conrad Krebs named promotion manager of Mark Wilson Enterprises, Hollywood.

Gene Levitt, writer-producer under multiple assignment contract, to alternate with **Richard Goldstone** as producer of 20th Century-Fox Tv *Adventures in Paradise.*

Jim Leighton, formerly NBC-TV writer-producer-director, named story editor and associate production aide to Peter Tewksbury, producer-director on Don Fedderson Productions' planned tv series *Byrnalene.*

Robert Kraus, formerly of Screen Gems, Cincinnati, joins Sterling Television, N. Y., as account executive.

Suzanne Holeton, formerly of Arthur Lodge Productions, N. Y., joins Filmex Inc., that city, as news director.

Andrew Jaeger, Jacques Liebenguth and **James Strain** appointed to sales department of Filmaster Inc., New York. Mr. Jaeger will become regional director for northeast; Mr. Liebenguth, director for middle eastern states and Mr. Strain, director for western area. **Stanley Yentes** joins staff as manager of sales and station services.

Conrad Nagle, appointed to newly established office of fourth vp of Screen Actors Guild, will serve until annual election next fall. Headquartered in New York, appointment gives guild national officer on East Coast.

John Rhone, winner of UCLA-Screen Gems fellowship for study in tv industry, joins production staff of tv company after completion of his fellowship-study period.

Herbert Gottlieb appointed to ASCAP west coast office. He was formerly with Robbins Music Corp.

EQUIPMENT & ENGINEERING

G. Richard Tingley, formerly head of Television & Passive Detection Branch, Norden Div., United Aircraft Corp., N. Y., appointed vp, military and industrial systems department, CBS Labs, Stamford, Conn.

William S. Strout, formerly director of purchasing of Oak Manufacturing Co., Crystal Lake, Ill., elected vp.

Joseph D. Portanova, formerly vp for styling of Hoffman's Consumer Products division, Los Angeles, named to head new department dealing with industrial design.

Hans R. Richner, administrator of planning controls, Packard Bell Electronics, Los Angeles, named director of planning of Home Products Div.

Peter Wargo appointed manager of engineering for Cathode Ray Tube department, General Electric Co., Syracuse. Dr. Wargo was formerly with company's power tube department, Schenectady, N. Y.

GOVERNMENT

Edwin S. Rockefeller III, formerly legal assistant to chairman of Federal Trade Commission; **Ralph S. Cunningham Jr.,** formerly legal assistant to chairman of FTC, and **Blaine S. Butler,** formerly with Securities & Exchange Commission, to Arent, Fox, Kintner, Plotkin & Kahn, Washington law firm which Earl W. Kintner, former FTC chairman, joined earlier this month.

Charles R. Escola, assistant FCC general counsel since May 1957, resigned to return to Topeka, Kan., home to establish private practice and as special counsel for Kansas Corporation Commission for oil and gas matters.

Robert D. L'Heureux, Washington attorney and one time legislative liaison officer for former FCC Chairman George C. McConnaughey, named counsel for National Community Television Assn.

INTERNATIONAL

Mr. Jamieson

Don Jamieson, general manager of CJON-AM-TV St. Johns, Nfld., elected president of Canadian Assn. of Broadcasters. Mr. Jamieson succeeds **Murray T. Brown,** general manager of CFPL-AM-TV London, Ont. Other officers: **Allan Waters,** president and general manager of CHUM Toronto, and **Jean Pouliot,** general manager of CKMI-TV Quebec City, vps; **T. J. Allard** was reappointed executive vp.

H. Hollis Brace, formerly of Cockfield Brown & Co. Ltd., Montreal, and MacLaren Adv. Co. Ltd., Toronto, to advertising and sales promotion manager of Quebec division of Molson's Brewery Ltd., Montreal. He succeeds **John P. Rogers,** who was promoted assistant to executive vp.

J. Remi Crasto, formerly general manager for Far and Near East for National Telefilm Assoc., appointed foreign sales supervisor with headquarters in London.

ALLIED FIELDS

Richard N. Robbins, formerly advertising director of Canaveral Groves Inc., Florida land developing firm, joins Community Club Awards Inc., Westport, Conn., as advertising and pr director. **Jack H. Gainey** appointed sales representative for West Coast. He was division manager with World Broadcasting System.

DEATHS

Irving Sarnoff, 60, executive vp, Bruno-New York Inc., and brother of Brig. Gen. David Sarnoff, RCA chairman, died March 19 of cancer at Roosevelt Hospital, N. Y.

Robert F. Degen, 60, vp and account executive, Ted Bates & Co., N. Y., died March 17 in New Rochelle (N.Y.) Hospital.

Lloyd L. Lind, 49, vp and general manager, Interstate Television Corp., N.Y., died March 19 in Norwalk (Conn.) Hospital after an operation.

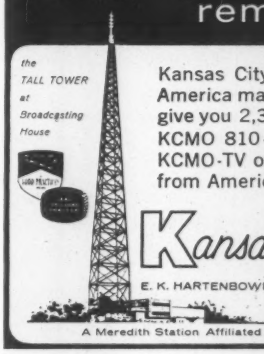
Glenn Clark Miller, 47, assistant general manager of WCPO-AM-FM-TV Cincinnati, died March 20, following series of heart attacks.

Charles A. Worcester, 46, died March 21 in Cedar Rapids, Iowa, in automobile accident. Mr. Worcester was director of public services for WMT-AM-TV Cedar Rapids.

Morris Shultz, 56, died of heart attack March 13 at his home in Sunnyside, N. Y. Mr. Shultz was assistant treasurer, controller and director of Arco Electronics, Great Neck, N. Y.

George H. Moore, 77, retired account executive, actor and program director for WCKY Cincinnati, died at his home March 18.

When you think of Kansas City, Mo. remember our A.P.*



Kansas City is the trade hub of the entire 200-mile-wide Mid-America market. And in Kansas City..KCMO-Radio and KCMO-TV give you 2,320,499 cash customers..at a low-cost-per-thousand. KCMO 810-Radio is Kansas City's most powerful station..and KCMO-TV on Channel 5 operates with 100,000 watts full power from America's tallest self-supported tower.

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 16 through March 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New am stations

ACTIONS

Blountstown, Fla.—Sunshine Radio Co. Granted 1370 kc, 500 w D. P.O. address Box 1114, Sylva, N. C. Estimated construction cost $15,404, first year operating cost $30,000, revenue $36,000. Applicants are **James B. Childress** (51%) and **Carlton W. Elkins** (49%). Mr. Childress owns WKRK Murphy, WKSK West Jefferson, both North Carolina, and has minority interest in WMSJ Sylva, N. C. Mr. Elkins is program director WMSJ. Action March 22.

Benson, N. C.—George G. Beasley. Granted 1580 kc, 500 w D. P.O. address Route 2, Mt. Airy, N. C. Estimated construction cost $7,300, first year operating cost $22,000, revenue $34,000. Mr. Beasley is high school instructor. Action March 22.

New fm stations

ACTIONS

Las Vegas, Nev.—Rainbow Inc. Granted 98.5 mc 5.2 kw. Ant. height 93 ft. P.O. address New Frontier Hotel, Box 1049 Las Vegas, Nev. Estimated construction cost $15,416. Applicant is **Joseph Marandola** (also known as **Joseph Julian**) who is sole owner of KRBO Las Vegas. Applicant fm will duplicate KRBO programming. Action March 22.

Portland, Ore.—KPDQ Inc. Granted 93.7 mc, 50 kw. Ant. height above average terrain 980 ft. P.O. address 4903 N. E. Sandy Blvd. Estimated construction cost $23,617, first year operating cost $22,512, revenue $45,005. Principals include **John W. Davis,** 51%, and **Arla Z. Davis,** 49%. Mr. John Davis is licensee of KPDQ Portland, Ore. Mr. Arla Davis is employe of KPDQ. Action March 22.

Franklin, Tenn.—Robert E. Sewell and **William C. Montgomery.** Granted 100.1 mc, 740 w. Ant. height above average terrain 21 ft. P.O. address c/o Mr. Sewell, 239 Jennings St., Franklin, Tenn. Estimated construction cost $6,200, first year operating cost $5,000, revenue $7,000. Principals include Messrs. Sewell and Montgomery as equal partners. Mr. Sewell owns electrical appliance company. Mr. Montgomery is engineer for WSM Nashville. Action March 22.

Cheyenne, Wyo.—The Great West Co. Granted 106.3 mc, 610 w. U. Ant. height above average terrain 77 ft. P.O. address P.O. Box 926. Estimated construction cost $12,058, first year operating cost $6,450, revenue $16,000. Principals are **W. P. Wright, A. C. Etter, O. D. Dillingham, E. L. Thornton** and **N. E. Jorgensen** (20% each). Applicants each have 20% interest in KVWO Cheyenne and interests in KWKC Abilene, Tex., except Mr. Jorgensen, Washington attorney, who has no interest in latter. Action March 22.

APPLICATIONS

Monterey, Calif.—Family Stations Inc. 94.5 mc; 3.53 kw. Ant. height above average terrain 2495 ft. P.O. address 2728 San Bruno Ave., San Francisco 24, Calif. Estimated construction cost $2,650; first year operating cost $3,516, revenue $3,516. Principals are **Harold Camping, Scott L. Smith,** and **Richard Palmquist.** Camping is in engineering construction and investment. Smith is distributor of automotive products. Palmquist has no other business interest. Ann. March 22.

Kankakee, Ill.—Baker-Maltby-Baker Enterprise. 99.9 mc; 6.6 kw. Ant. height above average terrain 210 ft. P.O. address 251 East Oak St. Estimated construction cost $29,905, first year operating cost $36,000, revenue $40,000. Principals are **Kenneth C. Baker** (⅓), **Willis G. Maltby** (⅓), **Claude P. Baker** (⅓). K. C. Baker is half owner of telephone answering service. Maltby and C. P. Baker are in real estate, construction and insurance together. Ann. March 22.

Herndon, Va.—Coastal Bcstrs. Inc. 101.7 mc; 1 kw. Ant. height above average terrain 179 ft. P.O. address 156 Elden St. Estimated construction cost $11,641, first year operating cost $2,500, revenue $5,000. Ann. March 22.

Kenosha, Wis.—Service Bcstg. Corp. 92.3 mc; 3.52 kw. Ant. height above average terrain 143 ft. P.O. address 625 57th St. Estimated construction cost $40,876.34, first year operating cost $72,000, revenue $75,000. Principals are **Arnold W. Johnson** (16.66%), **Dr. Robert L. Heller** (16.66%), **John E. Malloy** (50%), and **Charles R. Dickoff** (16.66%). Arnold is in concrete business. Heller is dentist. Malloy is in law, bottled water, trailer sales. Dickoff has interests in WEAQ and WIAL (FM) Eau Claire, Wis.; WISM-AM-FM Madison, Wis.; WOSH Oshkosh, Wis. Ann. March 21.

Existing fm stations

CALL LETTERS ASSIGNED

KNIX (FM) Phoenix, Ariz.—Aztec Radio Inc.

*KANG (FM) Angwin, Calif.—Pacific Union College for Educational Bcstg.

KHFR (FM) Monterey, Calif.—Kenneth F. Warren.

KFSD (FM) San Diego, Calif.—KFSD Inc. Changed from KFSD-FM.

KTIM-FM San Rafael, Calif.—Marin Bcstg. Co.

WQDC (FM) Midland, Mich.—Midland-Mid-State Bcstg. Corp.

KRFD (FM) St. Louis, Mo.—Changed from KANG (FM).

KORK-FM Las Vegas, Nev.—Southern Nevada Radio and Television Co.

WTFM (FM) Babylon, N. Y.—WGLI Inc. Changed from WGLI-FM.

WKGN-FM Knoxville, Tenn.—WKGN Inc.

KSPN (FM) Beaumont, Tex.—Woodland Bcstg. Co.

KTSM-FM El Paso, Tex.—Tri-State Bcstg. Co.

KSLT (FM) Tyler, Tex.—Oil Center Bcstg. Co.

Ownership changes

ACTIONS BY FCC

WPKE Pikesville, Ky.—Granted transfer of control from **Margaret C. Hatcher,** administratrix of estate of Jack L. Hatcher, deceased, and **Virginia Hatcher** to **William M. Whitaker, Bill Pierce** and **J. Earl McBrayer;** consideration $42,500. Messrs. McBrayer and Whitaker have interests in WMOR Morehead, Ky. Action March 22.

WKDL Clarksdale, Miss.—Granted transfer of control from **William T.** and **Farley Salmon Jr.** to **Robert J. McIntosh** and **W. Foster Montgomery;** consideration about $57,938. Action March 22.

KIHO Sioux Falls, S. D.—Granted assignment of license to **Northwestern College** (KTIS-AM-FM Minneapolis, Minn.; KNWS Waterloo, Iowa; and KFNW Fargo, N. D.); consideration $100,000. Action March 22.

WMAK Nashville, Tenn.—Granted transfer of control from **Frederick Gregg Jr., Charles F. King** and **Charles H. Wright** to **Gregg, John R. Ozier** and **Frank M. Farris Jr.,** as voting trustees; consideration $25,000 by Ozier for 50% interest and stock transactions. Action March 22.

KKAS Silsbee, Tex.—Granted assignment of license from **Harvard C. Bailes** and **Val D. Hickman** to latter and **Billie Jeanette Holmes;** consideration $15,000 by Holmes for Bailes' 50% interest. Action March 22.

APPLICATIONS

WATV Birmingham, Ala.—Seeks transfer of control from **Thad Holt Sr.** to **E. C. Atkerson** (Atkerson interest to increase from 49% to 99%). Consideration is $6,200 for stock and $22,850 for station demand notes held by Holt. Atkerson is president and director of WATV. Ann. March 15.

WABF Fairhope, Ala.—Seeks transfer of control from **George K. Noland, John E. Dixon, Vera Dixon, D. L. Thompson, James E. Ladner, C. B. Burch, Harold G. Goubil,** and **Dr. C. B. Cleveland** to **J. Dige Bishop.** Interest 82.2%. Consideration $9,399.96. Bishop has interests in WCTA-AM-FM Andalusia, Ala.; WTOT Marianna, Fla.; WBMK West Point, Ga., and WJAM Marion, Ala.

KHOG Fayetteville, Ark.—Seeks transfer of control from **Fayetteville Bcstg. Co.** to **Southwestern Trans-Video Inc.;** consideration $69,900. Southwestern is wholly owned by Pen Ny TV Inc., 85% of which is owned by Jack Tar Co., Galveston, Tex. Ann. March 21.

KFMA (FM) Little Rock, Ark.—Seeks assignment of cp from **Tanner Bcstg. Corp.** to **Arkansas Radio and Equipment Co.** Arkansas will pay Tanner's equipment suppliers $12,916.28 and will lease part of facility when built to another Tanner company. Arkansas owns KARK-AM-TV and 80% of it is owned by T. H. Barton. Executors are T. K. Barton, Clark N. Barton, and Madeline M. Barton. The two men are in oil, gas, and real estate. Their mother has no other business interest. Ann. March 22.

KJEO (TV) Fresno, Calif.—Seeks assignment of license from **O'Neill Bcstg. Co.** to **Shasta Telecasting Corp.** for $3,000,000. Principals are George C. Fleharty (38%), Carl R. McConnell (22.6%), and Laurence W. Carr (14.4%). Mr. Fleharty has no other business interests. Mr. McConnell is in ranching and real estate, among others. Mr. Carr is partner in law firm. Ann. March 15.

KACL Santa Barbara, Calif.—Seeks assignment of cp from **Bert Williamson** and **Lester Spillane** to **Riviera Bcstg. Co.** Principals include Williamson (47½%) and Spillane (47½%). Williamson is partner in KYNO Fresno, Calif. Spillane is director of KUPD Tempe, Ariz., and has interest in KCOK Tulare, Calif. Ann. March 22.

KIEV Glendale, Calif.—Seeks assignment of license from **Cannon System Ltd.** to

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

Southern California Bcstg. Co. for $400,000. Principals are William J. Beaton (40%), Allen O. Dragge (30%), and George P. Landegger (30%). Beaton has no other business interests. Dragge is vice president of manufacturing company. Dr. Landegger is eye surgeon. Ann. March 21.

Existing tv stations

CALL LETTERS ASSIGNED

WRMP-TV Allen Park, Mich.—Robert M. Parr.

KOGO-TV San Diego, Calif.—KFSD Inc. Changed from KFSD.

Existing am stations

ACTIONS BY FCC

■ By order, commission granted request by Vidor Bcstg. Co. for review of Feb. 7 staff action which returned its application for new am station to operate on 1510 kc, 1 kw, D, in Vidor, Tex., for failure to file areas of ground conductivity pursuant to Sec. V-A, and accepted the application with file number *nunc pro tunc* as of Jan. 16. Ann. March 22.

KTYM Inglewood, Calif. — Granted increase of power on 1460 kc, D, from 1 kw to 5 kw, DA; engineering conditions. Action March 22.

KTIP Porterville, Calif.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action March 22.

WEAW Evanston, Ill.—Granted increased power from 1 kw to 5 kw, continued operation on 1330 kc, DA, D; engineering conditions. Action March 22.

WKHM Jackson, Mich.—Designated for hearing application to increase daytime power on 970 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA-2; made WWJ Detroit, party to proceeding. Action March 22.

WMTE Manistee, Mich.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action March 22.

WMBN Petoskey, Mich. — Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action March 22.

WSKY Asheville, N. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions (BP-13483). Chmn. Minow not participating; Comr. Cross dissented. Action March 22.

KSEY Seymour, Tex. — Granted change from unl. to SH, continued operation on 1230 kc, 250 w. Action March 22.

WISV Viroqua, Wis.—Designated for hearing application to increase power on 1360 kc, D, from 500 w to 1 kw made KHAK Cedar Rapids, Iowa, party to proceeding. Action March 22.

■ Commission has addressed following letter (the first of its kind) to KDWB Bcstg. Corp., licensee of KDWB Minneapolis, Minn.:

"This letter constitutes a notice of apparent liability for forfeiture under Section 503(b)(2) of the Communications Act of 1934, as amended.

"Station KDWB is licensed by the Commission for operation at St. Paul, Minnesota, on the frequency 630 kilocycles, with operating power of 5 kilowatts daytime and 500 watts at night, using different directional antenna patterns day and night. The license for KDWB specifies for each month of the year the hours during which the station may be operated with its daytime facilities.

"On the morning of January 25, 1961, at approximately 1:00 A.M., Station KDWB was inspected by the Engineer in Charge of the District Office of the Field Engineering and Monitoring Bureau, St. Paul, Minnesota. As a result of such inspection, there was issued on January 27, 1961 an Official Notice of Violation (FCC Form 793) advising you that Station KDWB was in non-compliance with the terms of its current station authorization in that its operation was observed during inspection at daytime power with daytime directional antenna at approximately 1:00 A.M. In your reply, dated February 14, 1961, you have acknowledged that Station KDWB has been operated with its daytime power and daytime directional pattern between the hours of midnight and 4:00 A.M. ever since Crowell-Collier Broadcasting Corporation assumed the ownership of the station in August, 1959. It is apparent, therefore, that Station KDWB has been so operated for at least 10 days since September 13, 1960, the effective date of Section 503(b) of the Communications Act of 1934, as amended, and that you are subject to the maximum forfeiture established by subsections (1) and (3) of said Section 503(b) for willfully or repeatedly failing to operate Station KDWB substantially as set forth in its license.

"Consequently, the Commission has determined that you have incurred an apparent liability of ten thousand dollars ($10,000) for willful or repeated failure to operate Station KDWB substantially as set forth in its license, said amount to be forfeited to the United States. In making this determination the Commission has considered your response to the Notice of Violation, but does not consider the facts stated therein as a valid excuse for non-compliance with the terms of the station license in view of the definition of "daytime" in Section 3.6 of the Commission's Rules, the specification in your license of the daytime hours during each month of the year, and the exception made by Section 3.87 of the Rules for operation of KDWB with daytime facilities after 4:00 A.M. on certain conditions, which section clearly negates any authority to operate with daytime facilities prior to 4:00 A. M.

"You are hereby notified that you have the opportunity to file with the Commission, within 30 days from the date of receipt of this notice, a statement in writing why you should not be held liable. Any such statement should be filed in duplicate and should contain complete details concerning the allegations heretofore made by the Commission and any justification, if any, for the violation of the regulations involved, and any other information which you may desire to bring to the attention of the Commission. Statements of circumstances should be supported, where available, by copies of relevant documents. Upon receipt of any such reply, the Commission will determine whether the facts set forth therein are sufficient to relieve you of liability. If it is unable so to find, the Commission will issue an Order of Forfeiture and the forfeiture will be payable to the Treasurer of the United States.

"If you do not file a statement of nonliability within 30 days from the date of receipt of this notice, the Commission will enter an Order of Forfeiture in the amount of $10,000.00.

"If you do not wish to file a statement which denies liability and, in addition, you do not wish to await the issuance of an Order, you may, within 30 days from the date of receipt of this letter, make payment of the above-mentioned forfeiture by mailing to the Commission a check or similar instrument, in the amount of $10,000.00 drawn payable to the Treasurer of the United States.

"If you do not wish to file a statement denying liability but, at the same time, regard the amount of the forfeiture imposed as inappropriate, you may submit a statement, within 30 days from the date of receipt of this letter, in which you present facts and reasons why the forfeiture should be a lesser amount."

CALL LETTERS ASSIGNED

KOBY Tucson, Ariz.—Grabet Inc. Radio Enterprises. Changed from KMBO.

KOGO San Diego, Calif.—KFSD Inc. Changed from KFSD.

KACL Santa Barbara, Calif.—Bert Williamson and Lester Spillane. Changed from KSNB.

KWSL Grand Junction, Colo.—G&P Enterprises.

WPUP Gainesville, Fla.—Southern Bcstg. Co. of Marianna.

WSHN Fremont, Mich.—Rev. Stuart P. Noordyk.

WSVM Valdese, N. C.—Central Bcstg. Co.

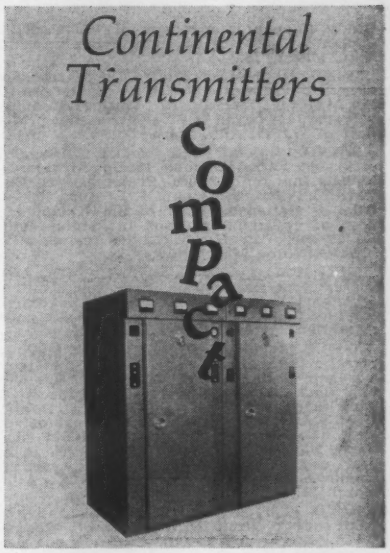
KTOW Sand Springs, Okla.—Forrest G. Conley.

WSSL North Augusta, S. C.—Harry Hammond.

KQDE Spokane, Wash.—Paul Crain.

WIIN Atlanta, Ga.—Seeks transfer of control from **Arthur Long** to **Mrs. Sylvia Cohen.** (increases interest from 33.5% to 51.6%). Consideration $51,713. Ann. March 15.

WJJC Commerce, Ga.—Seeks transfer of control from **Jackson County Bcstg. Co.** to **O. Grady Cooper** and **Ellis E. Cooper.** (Interest of Grady Cooper to be 50.6%; of Ellis Cooper to be 49.4%). Consideration $51,400.



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PIRACY, VIOLATION OF COPYRIGHT
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KANSAS CITY, MO.
New York, 107 William St | Chicago 175 W Jackson | San Francisco 100 Bush St

Grady Cooper is manager of WJJC. Ellis Cooper is ½ owner of upholstery company. Ann. March 15.

WJPD Ishpeming, Mich.—Seeks transfer of control from estate of **Olive E. Deegan** to **Dr. James P. Deegan.** No consideration involved. Dr. Deegan is a pediatrist and president of WJPD. Ann. March 15.

KWNO Winona, Mich.—Seeks assignment of license from **Winona Radio Service** to **KWNO Inc.** for $120,000. Principals are Edward M. Allen (50%) and H. R. Hurd (50%). Allen is station manager of KWNO and officer of tv signal stations in Winona and La Crosse, Wis. Hurd is sales manager of KWNO. Ann. March 21.

KIHI (FM) Tulsa, Okla.; KVIT (FM) Oklahoma City, Okla.—Seeks transfer of control from estate of **Henry C. Griffing,** deceased, to **J. C. Updike,** executor of estate. No consideration involved. Ann. March 21.

WMYB Myrtle Beach, S. C.—Seeks assignment of license from **Coastal Carolina Bcstg. Corp.** to **Golden Strand Bcstg. Co.** for $150,000. Principals are Ralph C. Price (⅓), James MacLamroc (⅓), and Hugh E. Holder (⅓). MacLamroc is in law and real estate and has interest in WKIX-AM-FM Raleigh, N. C. together with Rice. Rice is in real estate, banking, and cattle raising. Holder is general manager of WKIX. Ann. March 21.

KPSD (FM) Dallas, Tex.—Seeks assignment of cp from **Prowell-Stroud Co.** to **W. B. Carver** for $10,000. Carver owns fire equipment sales company and cp for KAMA (FM) Dallas. Ann. March 15.

KVWC Vernon, Tex.—Seeks assignment of license from **Johnson Garrison Co.** to **KVWC Inc. Earl Joe Garrison** will pay Petty Durwood Johnson $15,900, and their partnership will be incorporated. Garrison and his wife will have 51% interest, Johnson 49%. Johnson owns KTXL San Angelo, Tex. Ann. March 15.

KANN Ogden, Utah—Seeks assignment of cp from **Executive Bcstg. Co.** to **Keith M. Ashton** for $8,231.78. Mr. Ashton owns advertising agency. Ann. March 15.

KDYL Tooele, Utah—Seeks transfer of control from **Samuel, Zelpha** and **Larry Gillette** to **Tooele County Radio and Television Bcstg. Inc.** Consideration $27,000. Principals are Burnell Stanton (⅓), T. Dee Tranter (⅓), and Jack A. Tranter (⅓). J. A. Tranter and Stanton are employees of Sperry Utah Eng. Lab. T. D. Tranter is announcer for KLXX Provo, Utah. Ann. March 22.

KWIQ Moses Lake, Wash.—Seeks assignment of license from **Cascade Bcstg. Co.** to **KWIQ Radio Inc.** for $23,286.35. Principal is **W. E. Lawrence** (99.6%). Lawrence has no other business interests. Ann. March 21.

WFAW (FM) Fort Atkinson, Wis.—Seeks assignment of license from **Robert K. Brown, Nathan L. Goetz, Robert Goetz, Merlin J. Meythaler,** and **William Shepherd** to **Nathan L. Goetz** (50%) and **Robert Goetz** (50%) for $5475. Goetz brothers have interest in KMAQ Maquoketa, Iowa. Ann. March 15.

WSTA Charlotte Amalie, V. I.—Seeks assignment of license from **W. M. O'Neil** to **V. I. Industries Inc.** No consideration involved. O'Neil will own 100% of V. I. Industries. Mr. O'Neil is president of company and owner of WSKP Miami. Ann. March 15.

Hearing cases

FINAL DECISIONS

■ By decision, commission (1) granted application of James A. Noe to change facilities of KNOE Monroe, La., from 1390 kc, to 5 kw, DA-N, U, to 540 kc, 1 kw-N, 5 kw-LS, DA-2, and (2) granted petition by B. J. Parrish to dismiss without prejudice his application for new station to operate on 540 kc, 1 kw, D, in Pine Bluff, Ark. Chmn. Minow and Comrs. Craven and Cross not participating; Comr. Ford dissented. June 27, 1957 initial decision looked toward granting KNOE application and denying Parrish. Action March 22.

■ By memorandum opinion and order, commission denied petition by KEED Eugene, Ore., for reconsideration and rehearing on July 27, 1960 decision which granted application of Liberty Television Inc. for new tv station (KEZI-TV) to operate on ch. 9 in Eugene, Ore. and denied competing application of KEED. Chmn. Minow and Comr. Ford not participating. Action March 22.

■ By decision, commission granted application of Pasadena Presbyterian Church for new class B fm station to operate on 106.7 mc in Pasadena, Calif., and denied application of Armin H. Wittenberg Jr. for same facilities in Los Angeles. Chmn. Minow not participating; Comr. Lee dissented. Oct. 2, 1959 initial decision looked toward this action. Action March 22.

■ By memorandum opinion and order, commission granted petition to Booth Bcstg. Co. to extent of modifying May 18, 1960 initial decision to reflect 1960 census figures and granting its application to increase D power of station WSGW Saginaw, Mich., from 1 kw to 5 kw, continued operation on 790 kc, 1 kw-N, DA-2, and terminated proceeding. Chmn. Minow and Comr. Bartley not participating. Initial decision looked toward denying application. Action March 22.

■ By order commission, on motion by WBET Brockton, Mass., dismissed its petition for reconsideration of Nov. 28, 1960 order which made effective initial decision and granted application of Associated Enterprises for new am station to operate on 1410 kc, 1 kw, DA, D, in Brockton, Mass. Action March 22.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by WALE Fall River, Mass., WHMP Northampton, Mass., WSTC Stamford, Conn., WILI Williamantic, Conn., and WIDE Biddeford, Maine, severed from consolidated proceeding and granted their applications to increase daytime power from 250 w to 1 kw (WALE to 500 w), continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in the event they are subsequently authorized to increase power to 1 kw. Action March 22.

■ By memorandum opinion and order, commission denied petition by Val Verde Bcstg. Co. to enlarge issues to determine financial qualifications of applicant Queen City Bcstg. Co. in proceeding on their applications for new am stations in Del Rio, Tex. Val Verde's request for inclusion of a sufficiency of funds issue should be addressed to hearing examiner. Action March 22.

■ By memorandum opinion and order, commission granted joint petition by protestant and applicant and (1) dismissed protest by WIBW-TV Topeka, Kans., (2) vacated order which stayed effective date of Sept. 16, 1960 grant of applications of Mid-Kansas Inc. for common carrier microwave stations to provide off-the-air pickup and relay of Kansas City stations KCMO-TV, KMBC-TV and WDAF-TV for delivery to CATV systems in Manhattan, Junction City, and Salina, Kans. Action March 22.

■ By memorandum opinion and order, commission denied petition by May Bcstg. Co. (KMA), Shenandoah, Iowa, to clarify action of Nov. 2, 1960 which granted application of The Valentine Bcstg. Co. for new am station (KVSH) to operate on 840 kc, 5 kw, D, in Valentine, Neb., conditioned to accepting any interference that may result from subsequent grant of application of KIOA Inc., to increase daytime power of KIOA Des Moines, Iowa, from 10 kw to 50 kw, continued operation on 940 kc, kw-N, DA-N. Commission is of view that KMA's petition concerns evidentiary matters on interference which should be raised at time of hearing on KIOA application and should be ruled upon in first instance by hearing examiner. Action March 22.

■ Commission gives notice that Jan. 24 initial decision to grant application of Service Bcstg. Co. for new am station to operate on 1480 kc, 500 w, D, DA, in Concord, Calif., became effective March 15. Ann. March 16.

STAFF INSTRUCTIONS

■ Commission on March 22 directed preparation of document looking toward denying petitions by (1) Radio Cabrillo, wouldbe applicant for new am station in Atascadero, Calif., not party to proceeding, and by (2) KCOY and KSMA Santa Maria, Calif., intervenors, for reconsideration of Nov. 2, 1960 decision which granted application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria; also toward denying latters' request for leave to file supplemental petition.

Announcement of this preliminary step does not constitute commission action in such case, but is merely an announcement of proposed disposition. The commission reserves the right to reach a different result upon the subsequent adoption and issuance of the formal decision.

INITIAL DECISIONS

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward (1) granting applications of Washington State Univ. for renewal of license of KWSC and auxiliary, Pullman, Wash., and for modification of license to provide for unlimited time operation on 1250 kc, 5 kw, and (2) granting application of First Presbyterian Church of Seattle, Wash., for renewal of license of KTW Seattle, limited, however, to daytime-only operation on 1250 kc, 1 kw. KWSC and KTW presently are licensed on share-time basis at night. Ann. March 22.

■ Hearing Examiner Jay A. Kyle issued an initial decision looking toward granting application of Sawnee Bcstg. Co. for new station to operate on 1410 kc, 1 kw, DA, D, in Cumming, Ga. Ann. March 21.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Town Radio Inc. for new am station to operate on 1480 kc, 500 w, D, in Shippensburg, Pa., and denying application of Frederick County Bcstrs. for new station on same frequency with 1 kw, D, in Winchester, Va. Ann. March 17.

OTHER ACTIONS

KORD Pasco, Wash.—Designated for hearing application for renewal of license on programming issues. Comrs. Hyde, Craven and Cross dissented.

Routine roundup

■ By report and order commission made Bakersfield and San Joaquin Valley, Calif., all-uhf by substituting ch. 23 for ch. 10 and adding ch. 51 at Bakersfield and reserving ch. 39 there for educational use. This will enable existing San Joaquin Valley tv stations to compete more effectively and enhance opportunities for adding new tv stations in valley.

■ In so doing, commission substituted ch. 45 for ch. 37 at Delano, assigned ch. 12 to Santa Maria, and denied proposals for other reassignments of chs. 10 and 12.

■ Ch. 23 assignment and deletion of ch. 10 at Bakersfield will become effective Dec. 1, 1962 (expiration date of KERO-TV's license on ch. 10 at Bakersfield) or on any earlier date that station ceases its ch. 10 operation.

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No hands. Just top-quality, "name" musical programming, on tape, for continuous, completely automated, trouble-free radio broadcasting — including commercials and announcements.

And priced to meet limited budgets!

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Write today for full details and audition tape.

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49 West 45th Street, New York 36

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 23

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,529	34	133	801
FM	792	63	192	118
TV	486[1]	56	83	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 23

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

■ By separate action, commission ordered hearing on modification of KERO-TV's license to specify operation on ch. 23 instead of ch. 10.

■ KYLD-TV and KBAK-TV now operate at Bakersfield on chs. 17 and 29, respectively and these channels are not changed. Thus, deintermixture will give Bakersfield five uhf channels (17, 23, 29, *39 and 51) instead of its present intermixed four channels (10, 17, 29 and 39).

Commissioner Cross dissented to both actions. Action March 22.

■ By order, commission extended from April 1 to June 1 period in which television vhf repeaters (boosters), which were constructed before July 1, 1960 and authorized to continue operation temporarily, to apply for conversion to conform to new low-power vhf translator rules. Action March 22.

WZRO Jacksonville Beach, Fla.—Granted increased power on 1010 kc, D, from 1 kw to 25 kw, DA, and change studio locations to Jacksonville; engineering conditions. Comr. Ford dissented with statement, in which Chmn. Minow concurred: "The removal of the only station from a city of 11,000 people in order to give a larger community its tenth station does not appear to be in the public interest. I would, therefore, designate the application for hearing on appropriate issues." Action March 16.

Tattnail County Bcstg. Co. Glennville, Ga.—Granted cp for new am station to operate on 1580 kc, 1 kw, D. Chmn. Minow dissented and stated, in which Comrs. Bartley and Ford concurred: "I dissent. I believe that the application should be set for hearing on whether the public interest would be served by a grant in view of Mr. Gilreath's extensive other broadcast interests in this highly concentrated area of Georgia." Action March 16.

Lorenzo W. Milam, Eastside Bcstg. Co. Seattle, Wash.—Designated for consolidated hearing applications for new class B fm stations to operate on 107.7 mc; Milam with 14.8 kw, antenna height 186.3 ft, and Eastside with 39.1 kw; ant. height 1,117 ft. Action March 16.

■ By notice of proposed rule making commission invites comments by April 17 to proposal by Board of Regents of Univ. of State of New York to reserve presently unused commercial ch. 23 in Albany for noncommercial educational use, in addition to presently reserved (but unapplied for) educational ch. *17 there. In its petition for rule making Board of Regents stated that it intends, as soon as financial resources are provided by legislature, to provide educational tv services to all of people of that state. Ann. March 16.

ACTIONS ON MOTIONS

■ Commission on March 21, upon petition by National Association of Broadcasters, extended to May 1 and May 10, respectively, time to file comments and replies in matter of amendment of Section IV (statement of program service) of broadcast application Forms 301, 303, 314 and 315. Ann. March 21.

By Commissioner John S. Cross

■ Granted petition by Broadcast Bureau and extended to March 20 time to respond to petition by KISD Sioux Falls, S. D., to make initial decision effective immediately and to file exceptions to initial decision in proceeding on its am application. Ann. March 13.

■ Granted petition by Broadcast Bureau and extended to March 27 time to respond to petition by Outlet Co. to enlarge issues in proceeding on application of WMUR-TV Manchester N. H., and to April 10 for replies. Ann. March 16.

■ Granted petition by Broadcast Bureau and extended to April 3 time to file responsive pleadings to petition by KBTX-TV Bryan, Texas, for reconsideration of Feb. 2 action which dismissed its application to change transmitter site, etc., and upon reconsideration to consolidate it for hearing with Corpus Christi, Texas, tv ch. 3 proceeding; granted petition by KVDO-TV Corpus Christi, Tex., and extended to March 29 time to respond to petition by Tropical Telecasting Corp. to enlarge issues in the proceeding. Ann. March 16.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended from March 13 to March 20 time to file response to petition by Edward L. Waterman to dismiss without prejudice his application for fm facilities in Park-Forest, Ill. Ann. March 13.

■ Scheduled prehearing conference for March 22 in matter of revocation of license of Leo Joseph Theriot for KLFT Golden Meadow, La. Ann. March 14.

■ Scheduled hearings in following proceedings on dates shown: April 17: WITT Lewisburg, Pa. renewal of license; April 18: am applications of Ypsilanti-Ann Arbor Bcstg. Co., Ypsilanti, Mich.; April 19: Ralph W. Hoffman and Abbeville Radio Inc., Abbeville, Ala.; April 20: Aspen Bcstg. Co., Aspen, Colo., Aubrey H. Ison, James A. Mc-

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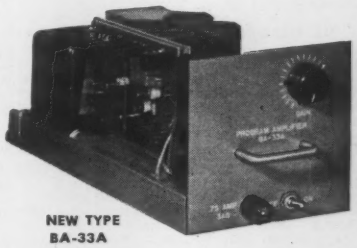

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Tmk(s) ®

Culla, Paul C. Masterson, Stanley R. Bookstein, Lompoc, Calif.; April 21: Big Horn County Musicasters, Hardin, Mont.; fm application of WOIO Cincinnati, Ohio. Ann. March 16.

By Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference for March 24 in Orlando, Fla., tv ch. 9 remand proceeding. Ann. March 20.

■ Granted motion by Leo Theriot and changed place of hearing from Washington, D. C., to New Orleans, La., in matter of revocation of license for KLFT Golden Meadow, La. Ann. March 21.

By Hearing Examiner Asher H. Ende

■ On own motion continued March 27 prehearing conference to March 29 in proceeding on applications on Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., for am facilities in Nicholasville, Ky. Ann. March 17.

By Hearing Examiner Thomas H. Donahue

■ On own motion continued April 12 hearing to date to be determined at prehearing conference to be held on that date in proceeding on application of Jefferson Bcstg. Co., for am facilities in Jefferson City, Tenn. Ann. March 16.

By Hearing Examiner H. Gifford Irion

■ Scheduled oral argument for March 17 on petition by Walter L. Follmer for leave to amend his application for am facilities in Hamilton, Ohio; application is consolidated for hearing with am application of WQXR New York, N. Y. Ann. March 14.

■ Scheduled prehearing conference for April 7 in proceeding on applications of Aubrey H. Ison, James A. McCulla and Paul C. Masterson and Stanley R. Bookstein for am facilities in Lompoc, Calif. Ann. March 17.

■ Denied petition by Walter L. Follmer for leave to amend his application for am facilities in Hamilton, Ohio, to change his transmitter site; application is consolidated for hearing with am application of WQXR New York, N. Y. Ann. March 20.

By Hearing Examiner Isador A. Honig

■ On own motion, scheduled prehearing conference for March 29 in proceeding on application of Yoakum County Bcstg. Co. and Echols Bcstg. Co., for new am stations in Denver City, Tex., and Hobbs, N. M. Ann. March 14.

By Hearing Examiner Annie Neal Huntting

■ Upon consideration of informal agreement of all parties, cancelled March 17 hearing and ordered that remaining engineering testimony and exhibits will be received at April 4 hearing which was scheduled to receive lay exhibits and testomony in proceeding on am applications of The Four States Bcstg. Co., Halfway, Md. Ann. March 15.

■ Granted petition by Broadcast Bureau only to extent that dates for filing proposed findings of fact and conclusions and replies thereto are postponed, respectively, from March 15 and 21 to March 21 and 28 in proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc. for am facilities in Newton and Dedham, Mass. Action March 16.

■ Scheduled prehearing conference for March 28 in proceeding on application of Aspen Bcstg. Co., for new am station in Aspen, Colo. Action March 17.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached on record of March 15 prehearing conference, scheduled certain procedural dates, and continued March 27 hearing to May 16 in proceeding on application of WMUR-TV Manchester, N. H., to change facilities. Ann. March 15.

■ Granted petition by Sayger Bcstg. Co., Tiffin, Ohio, insofar as it requests severance from am proceeding applications of WHUM Reading, Pa.; WEEX Easton, Pa.; WFAS White Plains, N. Y.; WGBB Freeport, N. Y.; Harlan Murrelle and Assoc. Lakewood, N. J.; WFPG Inc., Toms River, N. J.; Ocean County Bcstrs., Toms River, N. J.; WSNJ Bridgeton, N. J.; WCMC Wildwood, N. J.; and WCEM Cambridge, Md. Denied request to close record; new proceeding hereby created shall be known as WFPG Inc., and scheduled for further hearing April 3 in new proceeding. Action March 15.

■ Scheduled prehearing conference for April 6 in proceeding on am applications of Big Horn County Musicasters, Hardin, Mont. Action March 17.

■ Granted petition by Columbia River Bcstrs. Inc. to continue hearing from March 23 to May 9 in proceeding on its application for am facilities in Mount Vernon, Wash. Action March 17.

By Hearing Examiner Herbert Sharfman

■ Upon request by KFVS Cape Girardeau, Mo., and without objection by Broadcast Bureau, reopened record to receive Page 25-A of KFVS Exhibit 1 and closed record in proceeding on its am application and that of The Firmin Company, Vincennes, Ind. Ann. March 15.

■ Upon oral request by Eastern States Bcstg. Corp., and without objection by other parties, continued further hearings from March 15 to March 24 in New Bedford, Mass., tv ch. 6 proceeding. Ann. March 14.

■ Upon request by Broadcast Bureau and without objection by other parties further extended from March 17 to 31 and from March 27 to April 10 time to file proposed findings and replies, for group II, of consolidated am proceeding received in evidence WJLB Detroit, Mich., Exhibit A which substituted certain pages concerning population tabulations in its Exhibit 1. Action March 17.

■ Received in evidence WMDN Midland, Mich., Exhibit 2 (engineering testimony of E. Harold Munn Jr. for Midland) and closed record in proceeding on its am application. Action March 20.

By Hearing Examiner Millard F. French

■ Ordered that Broadcast Bureau shall file its proposed findings on or before March 21 and that applicants shall file any desired reply findings thereto on or before April 11 in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Ann. March 14.

By Hearing Examiner Forest L. McClenning

■ By order, formalized agreements reached at March 14 prehearing conference in Corpus Christi, Tex., tv ch. 3 proceeding, scheduled certain procedural dates, and continued March 20 hearing to July 10. Ann. March 14.

■ By order, formalized agreements reached at March 14 prehearing conference, scheduled certain procedural dates, and continued March 30 hearing to May 15 in proceeding on applications of United Bcstg. Co., and Puritan Broadcast Service Inc. for fm stations in Beverly and Lynn, Mass. Ann. March 14.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Central Wisconsin Television Inc. and continued March 17 hearing to April 14 in proceeding on its application for new tv station to operate on ch. 9 in Wausau, Wis., and extended time for Broadcast Bureau to file reply to petitioner's Jan. 12 request for leave to amend its application until 10 days after commission receipt of necessary recommendation of Washington office of Federal Aviation Agency. Ann. March 14.

■ Granted joint motion by Rollins Bcstg. Inc. and WHYY Inc., continued from March 20 to April 3 time for introduction of evidence, and otherwise maintained March 20 hearing date, conditioned to petitioners filing motion by March 20 concerning applicant Metropolitan Bcstg. Corp. in Wilmington, Del., tv ch. 12 proceeding. Action March 15.

■ On own motion, scheduled hearing for March 27 in proceeding on am applications of KWHW Altus, Okla. Action March 20.

By Hearing Examiner David I. Kraushaar

■ Denied joint petition by applicants Creek County Bcstg. Co., Sapulpa Bcstg. Corp., and M. W. Cooper to reopen record in proceeding on their am applications and that of Tinker Area Bcstg. Co., in Midwest City and Sapulpa, Okla., and dismissed Tinker Area's motion for an extension of time to respond to petition. Ann. March 13.

■ Issued order after prehearing conference in proceeding on proposal by WNBE-TV New Bern, N. C., for specification of trans. and ant. site, and scheduled, among other procedural dates, hearing for April 26. Ann. March 14.

■ Granted motion by WKAP Allentown, Pa., severed its application and that of Rodio Radio, Hammonton, N. J. from consolidated am proceeding, retained in open status record in proceeding involving their applications pending disposition of negotiations between two applicants whereby Rodio Radio application would be dismissed, remained in effect April 3 hearing as to them but cancelled deadline date of March 20 for filing proposed findings of fact and conclusions in regard to these two applications; closed record with respect to other applications WNHC New Haven, Conn., et al. Action March 15.

■ Denied petition by Nassau Bcstg. Co., Princeton, N. J., for extension of time to file proposed findings and replies until dates specified in petition, but extended to April 3 and 14 time to file proposed findings and replies in proceeding on its application which is consolidated for hearing in am proceeding WNHC New Haven, Conn., et al. Action March 16.

Broadcast actions

by Broadcast Bureau
Actions of March 15

WSSB Durham, N. C.—Granted assignment of license to WSSB Inc.

KRKD, KRKD-FM Los Angeles, Calif.—Granted assignment of licenses to International Church of Foursquare Gospel.

WJW-AM-FM-TV Cleveland, Ohio; WJBK-AM-FM-TV Detroit, Mich.; WGBS-AM-FM Miami, Fla.; WSPD-AM-FM-TV Toledo, Ohio; WWVA-AM-FM Wheeling, W. Va.; WAGA-TV Atlanta, Ga.; WITI-TV Milwaukee, Wis.—Granted relinquishment of positive control by George B. Storer through sale of common stock to general public.

WIBG, WIBG-FM Philadelphia, Pa. — Granted relinquishment of positive control of Storer Bcstg. Co. by George B. Storer through sale of common stock to general public.

KGBS Los Angeles, Calif.—Granted relinquishment of positive control of Storer Bcstg. Co. by George B. Storer through sale of common stock to general public.

WBNB, WBNB-TV Charlotte Amalie, V. I. Granted relinquishment of negative control each by Robert Moss and Robert E. Noble Jr. through sale of stock to Kenneth H. Granger and Mrs. Faye R. Russell.

KMGM Albuquerque, N. M.—Granted mod. of license to change studio location and operate trans. by remote control; conditions.

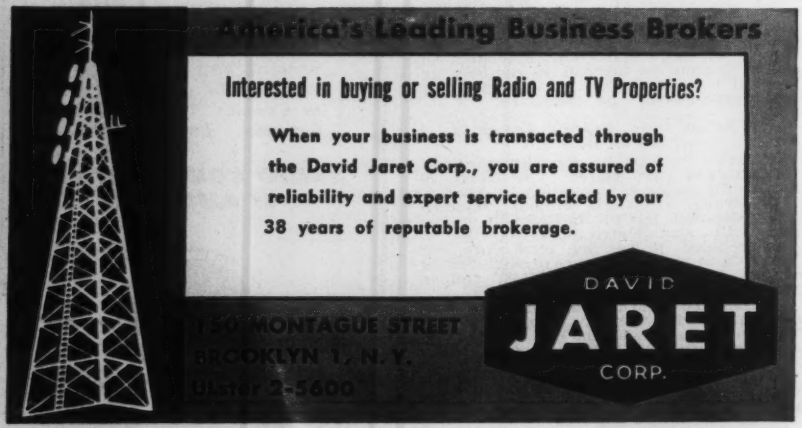
KXJK Forrest City, Ark.—Granted cp to install new trans. (main trans. location) for auxiliary purposes; remote control permitted.

KACE-FM Riverside, Calif.—Granted cp to make changes in ant. system.

WAZF Yazoo City, Miss.—Granted cp to install new trans.

KCPA-FM Dallas, Texas—Granted mod. of cp to change studio location and remote control point.

KGGK (FM) Garden Grove, Calif.—Granted mod. of cp to change ant. trans. and studio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location; type trans.; type ant.; changes in ant. system and ant. height to 180 ft.

***WCSQ (FM) Central Square, N. Y.**—Granted mod. of cp to change ERP to 1.5 kw, and type trans.

KLIQ Portland, Ore.—Granted mod. of cp to change type trans.

WTSB Lumberton, N. C.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WNOH Raleigh, N. C. to Sept. 13; WLDM (FM) Detroit, Mich. (main & aux.), to Sept. 18; WOWY Clewiston, Fla. to Apr. 22; WJIL Jacksonville, Ill. to Sept. 13; WRIT-FM Milwaukee, Wis. to June 21; WEGO-FM Concord, N. C. to July 31; WRAK-FM Williamsport, Pa. to Sept. 2; KVFD Fort Dodge, Iowa to Apr. 28; WERL Eagle River, Wis. to May 15; WENZ Highland Springs, Va. to Sept. 7; WKBX Kissimmee, Fla. to June 30; KGGK (FM) Garden Grove, Calif. to May 1; KLIQ Portland, Ore. to May 31; KUDU-FM Ventura-Oxnard, Calif. to May 28.

***WSBF-FM Clemson, S. C.**—Granted license for noncommercial educational fm station.

Granted licenses for following fm stations: WAYL Minneapolis, Minn.; WTOS Wauwatosa, Wis.; KQIP Odessa, Tex.; KOZE-FM Lewiston, Idaho; KBMF-FM Pampa, Tex.; KSRF Santa Monica, Calif.; WFCJ Miamisburg, Ohio; WYOU Baltimore, Md.; WRVR New York, N. Y.; without prejudice to such further action as may be warranted with respect to pending petitions for reargument and hearing in dockets 12107 and 12222; KBEY Kansas City. Mo.

WPAT-FM Paterson, N. J.—Granted licenses covering decrease in ERP, increase in ant. height, change in ant. trans. location, installation new trans. and ant. and operation of trans. by remote control; installation of new trans. as alternate main trans.; and use of old main trans. as auxiliary trans.; waived rules to permit operation with power in excess of main trans.

KAJO Grants Pass, Ore.—Granted license covering increase in daytime power from 1 kw to 5 kw, installation new trans. and make changes in ground system.

WPRS Paris, Ill.—Granted license covering increase in power and installation of new trans.

WRCO Richland Center, Wis.—Granted license covering increase in daytime power and installation of new trans.; condition.

***WVHC (FM) Hempstead, N. Y.**—Granted license covering change in ant.-trans. location and operation by remote control.

WATR Waterbury, Conn.—Granted license covering installation of old main trans. as auxiliary trans.

KDNT-FM Denton, Tex.—Granted license covering change in frequency, ERP and type trans.

Actions of March 17

KSWB (TV) Elk City, Okla.—Granted mod. of cp to change type trans.

WPRW-FM Manassas, Va.—Granted mod. of cp for change in type trans. and type ant.

KBPS Portland, Ore.—Granted extension of authority to Sept. 18 to operate from sign-on at 9:30 a.m. to sign-off at 3:30 p.m.

KUFM (FM) El Cajon, Calif.—Granted authority to remain silent for period ending May 31.

Actions of March 16

KBMS (FM) Los Angeles, Calif.—Granted acquisition of negative control by each Elias Schwartz and William Scott through purchase of stock from Robert V. Gibson by Planned Music Inc.

KSKI Sun Valley, Idaho—Granted license for new am station.

KTCS Fort Smith, Ark.—Granted increased power on 1410 kc, D, from 500 w to 1 kw; engineering condition.

WATW Ashland, Wis.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions.

Bar None Inc., Dishman, Wash.; Independent Bcstg. Corp., Spokane, Wash.—Designated for consolidated hearing applications for new daytime am stations—Bar None on 1430 kc, 1 kw, and Independent on 1440 kc, 5 kw.

George Shane Victorville, Calif.—Designated for hearing application for new am station to operate on 1450 kc, 250 w, U made KPRO Riverside and KPAL Palm Springs parties to proceeding.

Wagner Bcstg. Co., Woodland, Calif.; Elbert H. Dean and Richard E. Newman, Clovis, Calif.; Dennis Bcstg., Reno, Nev.; Charles W. Jobbins, Grass Valley, Calif.—Designated for consolidated hearing applications for new daytime am stations—Wagner on 780 kc, 1 kw, Dean and Newman on 790 kc, 500 w and Dennis and Jobbins on 790 kc, 1 kw; made KGO San Francisco, KABC Los Angeles, KUZZ Bakersfield, KDAN Eureka, all Calif., parties to proceeding with respect to their existing operations, and Federal Aviation Agency party with respect to air menace issue.

Richard D. Grand Sierra Vista, Ariz. — Granted cp for new am station to operate on 1470 kc, 1 kw, D; remote control permitted.

KCEE Tucson, Ariz.—Granted increased power on 790 kc, DA, D, from 1 kw to 5 kw; engineering conditions. Chmn. Minow not participating.

WAMS Wilmington, Del.—Granted mod. of cp (1380 kc, 1 kw-N, 5 kw-LS with specified daytime hours when WBNX New York City operates, DA-2) to add third daytime DA pattern to permit operation with 5 kw throughout its daytime hours; engineering conditions. Is licensed on 1380 kc, 1 kw, DA-1, U.

Dorlen Bcstrs. Inc. Waldorf, Md.—Granted cp for new class B fm station to operate on 104.1 mc; ERP 1.5 kw; ant. height 165 ft. conditioned that prior to authorization of program tests evidence be submitted showing that John R. Dorsey, Jr., has severed connections with station WDON Wheaton, Md.

Adver-Cast Inc. Buffalo, N. Y.—Granted cp for new class B fm station to operate on 106.5 mc; ERP 17.5 kw; ant. height 380 ft.; remote control permitted; conditioned that prior to authorization of program tests evidence be submitted to show that Daniel J. Lesniak has severed connections with WWOL-AM-FM Buffalo. Chmn. Minow dissented.

WTFM (FM) Babylon, N. Y.—Granted cp to change station location to Lake Success, N. Y., change studio-trans. site, ant., trans. ERP from 15 kw to 12 kw, and ant. height from 120 ft. to 175 ft.; remote control permitted.

WBLY-FM Springfield, Ohio — Granted change of operation from class A fm station on 103.9 mc to class B on 102.9 mc; ant. height from 62 ft. to 65 ft.

WTTF Tiffin, Ohio—Granted cp for new class B fm station to operate on 103.7 mc; ERP 3.8 kw; ant. height 125 ft.; remote control permitted; engineering conditions.

Willamette Family Stations Inc. Eugene, Ore.—Granted cp for new class B fm station to operate on 96.1 mc; ERP 70 kw; ant. height 240 ft.; remote control permitted; engineering condition.

By letter, commission returned request by Community Telecasting Co. (WXTV, ch. 45), Youngstown, Ohio, for special temporary authority to operate on Channel 15 in Youngstown, as patently not in accordance with commission rules. Commission had previously denied Community petition for rule making to assign Channel 15 to Youngstown.

Farnell O'Quinn Eastman, Ga.—Granted cp for new am station to operate on 1580 kc, 500 w, D.

KNCM Moberly, Mo.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions.

Sun State Bcstg. System Inc., San Fernando, Calif.; KGFJ Los Angeles, Calif.—Designated for consolidated hearing applications of Sun State for new am station to operate on 1210 kc, 10 kw, DA, D; KGFJ to increase daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, with power reduced to 100 w when KPPC Pasadena operates; made Federal Aviation Agency party to proceeding with respect to air menace issue only.

KWTC Barstow, Calif.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions and construction not be commenced until decision has been reached with respect to KGFJ proposal (above) and, in event KGFJ application is granted, KWTC shall not commence program tests until KGFJ is similarly authorized. Comr. Ford dissented.

KGEE Bakersfield, Calif. — Granted increased daytime power on 1230 kc from 250 w to 500 w, continued nighttime operation with 250 w; remote control permitted; engineering conditions.

KPRL Paso Robles, Calif.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions.

House of Music Turlock, Calif.—Granted cp for new class B fm station to operate on 92.9 mc; ERP 3.5 kw; ant. height 94 ft.

Following fm stations were granted subsidiary communications authorizations to engage in multiplex operations: KAAR Oxnard, Calif., condition, and KYA-FM San Francisco, Calif.

KQRO (FM) Dallas, Tex.—Granted license for fm station.

KRKD Los Angeles, Calif.—Granted mod. of license to operate station from share time with station KFSG to unlimited; authorization is expressly conditioned upon early consummation of transfer of control and assignment.

KENO Las Vegas, Nev.—Granted cp to replace expired cp which authorized change in ant.-trans. studio location and changes in DA system.

WWJ-TV Detroit, Mich.—Granted cp to change type trans. (main trans. & ant.)

WFME (FM) Detroit, Mich.—Granted mod. of cp to change ERP to 63 kw; ant. height to 260 ft.; ant.-trans. location; studio location; change type trans.; type ant., and make changes in ant. system.

KLTF Little Falls, Minn.—Remote control permitted.

KLID Poplar Bluff, Mo.—Remote control permitted.

WFAN-FM Washington, D. C.—Granted change of remote control authority.

KEMO St. Louis, Mo.—Granted change of

Continued on page 114

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General manager for midwest station in top 25 markets. Must have proven record in sales. Sales or commercial manager considered. Send full information with recent photo first letter. All replies in strict confidence. Box 447E, BROADCASTING.

Station manager who can sell, announce, and preferably with first ticket. Southern Rocky Mountain area. Confidential. Immediacy. Box 481E, BROADCASTING.

Intelligent, aggressive general manager for small market AM station in northeast. Excellent opportunity for young man who can take responsibility and wants to move into management. Box 602E, BROADCASTING.

Sales manager who is tired of selling in a cold, depressed area. Oregon's wonderful Willamette-Land offers best year 'round climate in U.S. for business and family. Resume and photo to Robert Bruce, Radio KGAY, Salem.

Top station in Mississippi's second market is looking for manager who believes in spending bulk of the time on the street selling. Man we are looking for is full of ideas and knows how to sell them. This station has excellent staff waiting for the right manager. Contact Joe Carson, New South Radio Network, c/o WOKK, Meridian, Miss.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write Box 414E, BROADCASTING.

If you are a successful small market salesman who, for some good reason, may be considering a change, consider a plus opening with a 1 kw in New England. Please write fully with snapshot. All replies will be kept confidential. Box 484E, BROADCASTING.

No. 1 Pulse rated 5000 watt southeastern fulltimer, seeking creative, aggressive, loyal salesman. Excellent station acceptance, good future, top salary. Write in confidence to Box 568E, BROADCASTING.

South Mississippi calls! Wide open market for a sober, serious-minded professional salesman with proven record. $100 week, 10% and expenses. Part ownership is available. Terrific opportunity. Submit resume and picture to Box 583E, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesmanager-salesmen: Regional northeast. Must have proven record in sales. Send full information with recent photo first letter. Box 587E, BROADCASTING.

Salesman—with radio know-how: Potential of station and market is unlimited. If your ability and potential in sales is also unlimited, contact me now! My offer is work! Challenge! Opportunity! Reward, accordingly. Box 614E, BROADCASTING.

If you're an experienced salesman with announcing experience we're interested. Tape and letter. One position open now, one open in June. Box 894, Terre Haute, Indiana.

Salesman-assistant manager. KCCR Radio, Pierre, South Dakota. Send complete resume, and salary qualifications.

Experienced salesman. FM classical music station. Excellent potential. Booming area. E. W. Meece, KRPM, San Jose, California.

Experienced salesman—announcer, must be aggressive hard worker and able to sell on air. Write Glenn Thomas, KUSH, Cushing, Oklahoma.

Experienced sales manager salary and commission. Small market WBAR, Bartow, Florida.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Sports director for radio play-by-play Big Ten basketball and football, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play-by-play experience. Include complete experience details and photo in application. Box 430E, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

Experience with first ticket preferred. Southern Rocky Mountain area. Complete resume. Tape. Box 482E, BROADCASTING.

Announcer with liking for middle-of-road music programming. Ability to gather and write news will help. Need community man, not voice only. City 20,000. Box 512E, BROADCASTING.

Announcer for single market station in pleasant mid-west small city. Good working conditions. Experienced man only. Send tape, resume and salary expected to Box 535E, BROADCASTING.

5,000 watt New England station has opening for two enthusiastic personalities with good rating record. Send background, salary requirements, three references to Box 555E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer, operate own board, preferably from Tennessee. Box 579E, BROADCASTING.

#1 swingin' top 40 personality station in 400,000 east coast market needs production-d.j. 3-hour air shift; over $600. Resume, photo, and tape. Box 608E, BROADCASTING.

Now have two, formerly metropolitan, top jocks. Need third permanent man with talent who wants to develop for metropolitan radio. Send tape-resume-picture. Box 615E, BROADCASTING.

KBUD, Athens, Texas needs announcer experienced gathering, writing local news.

Rocky Mountain 5 kw regional needs mature announcer with first phone. Join this progressive operation, soon to expand into FM. Emphasis on announcing, not maintenance. Must be above average announcer. Tight production. Will pay above average salary. Send resume with credit and character references, photo, and audition tape. Ralph L. Atlass, KIUP, Box 641, Durango, Colorado.

Announcer with country and western background for full time country and western format. Excellent year-round semi-tropical climate. Must be sober, sincere, and stable. Contact Lloyd Hawkins, KURV, Edinburg, Texas.

We're losing fine all-around announcer in June. (Leaving to manage own station.) Need reasonably exact replacement. Start $110, more if 1st class licensee; plus 15% if you can sell. Send full personal details, and tape including several commercials. WFVA AM-FM, Fredericksburg, Va.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Morning show; good working conditions; expanding organization. WHLT, Huntington, Indiana.

Announcer with good voice. Experienced preferred. Unlimited opportunity. Send tape and references immediately to: WITE Radio, Brazil, Indiana.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

A good announcer-salesman. Must be hard worker. WTWA, Thomson, Georgia.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Technical

Chief engineer—executive type—experienced all phases construction, operation, directional, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 109E, BROADCASTING.

Wanted chief engineer—for central Michigan station with CP for 5 kw. Must have plenty of know-how for construction of DA and maintenance. Good pay to right man. Box 582E, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Position available immediately at KANA radio station in Anaconda, Montana for first class radio telephone operator. Starting wage of $100.00 per week. Contact Mike Donovan, Manager.

Wanted—engineer-announcer with first class license. Maintenance a must. Salary open. KODI, Cody, Wyoming.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Radio help wanted, technical. Chief engineer immediately. Maintenance and production work. WBAB-AM & FM, MOhawk 1-4000, Babylon, Long Island, N. Y.

First phone needed in Hammond, La. Contact John Chauvin, WFPR, Box 432.

Wanted, top FM engineer well conversant with multiplexing and background music systems, needed immediately. Top salary and working condition. Contact D. E. Marable, care WGH, P.O. Box 98, Newport News, Virginia.

Engineer, experienced transmitter and equipment maintenance. Call Schilling, WIMS, Michigan City, Indiana, TR 4-5245.

Chief engineer—Experienced AM-FM. Strong maintenance, sober, permanent, references. Contact Tom Harrell, President, WSTP, Salisbury, N. C.

Production—Programming, Others

News and public affairs director. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Energetic news man for local news editor. Long hours but good job. Must write and announce area news for 1000 watt New York state Hudson Valley station. Start at $110.00. Write full details and qualifications to Box 569E, BROADCASTING.

Newsman gather, write and announce. Looking for young man with news training and some experience. Send tape and resume to A. M. McGregor, KBHS, Hot Springs, Arkansas.

Local newsman. Immediate opening, opportunity 16 miles from New York City. WBNR, Beacon, N. Y.

Best opportunity in the midwest for female copywriter. Heavy on local. Midwest location. We'll pay if you can produce. Send sample, pix, references. Program Director, WTVO, Rockford, Illinois.

RADIO

Situations Wanted—Management

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references. Box 344E, BROADCASTING.

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 359E, BROADCASTING.

Manager—working type—progressive record. Fifteen years all phases radio—strong on local and national sales—programming, promotion, community service. Best references guaranteed. East preferred. Box 518E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager, heavy sales. For small to medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and civic references. Interview NAB or your station. Box 521E, BROADCASTING.

Young, experienced commercial manager seeks small market management with opportunity to buy—family man, college, excellent record. Box 574E, BROADCASTING.

Manager—10 years all phases—first phone, sales, BA degree, married, 34. Excellent record, best references. Box 601E, BROADCASTING.

Young three-man management team with individual business, sales, program experience in major markets will handle complete operation of small market station. Reply strictly confidential. For full details write Box 605E, BROADCASTING.

Station manager: Experienced, energetic, successful, 40, married, three children. Available due to change in ownership of KTHT, Houston. Hal Vester, 5000 Maple, Bellaire, Texas. Phone MA 3-4279.

Sales

Solid salesman, excellent history, interested adult radio. One-fifty minimum. Box 585E, BROADCASTING.

Attention stations, Texas-Oklahoma-Arizona-New Mexico. Experienced salesman available now. Sober, hard-working. Top references. All offers considered. Write or wire today. Box 607E, BROADCASTING.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Boston University announcing grad wants experience. Wants move south permanently. Box 379E, BROADCASTING.

Sportscaster—Top ratings in market. 9 years all sports tv-radio. Looking for large market with heavy play-by-play. Box 421E, BROADCASTING.

Broadcasting school graduate. Smooth bass-baritone, seeking experience in FM. Desire permanent position. Box 522E, BROADCASTING.

Negro announcer available. Work own board-DJ. Will travel. Box 525E, BROADCASTING.

Bright, versatile, no commercial radio experience but two years AFRS radio, also was P.D. College radio station and sports editor college paper (Harvard). Recently three years editorial experience. My abilities include news, special events, sports, deejay and willing to roll up sleeves. Salary not of primary importance. Prefer 200 mile radius of NYC. I'm 30, married, 2 children and can help you right now. Box 528E, BROADCASTING.

Experienced announcer-dj. Good tight board bright sound—married, will relocate. Box 551E, BROADCASTING.

DJ-announcer—bright and/or swinging style; 1½ years experience. Married, veteran, 26, $100 week minimum. Box 553E, BROADCASTING.

Beginner first phone, interested in learning broadcast transmitter operation or maintenance. Permanent position with progressive station in northern or central California area desired. Box 554E, BROADCASTING.

Experienced, mature air-salesman. West, southwest, south. Be specific, state salary. Box 560E, BROADCASTING.

Top rated disc-jockey with Storz background desires large market location. Ten year experience. Box 563E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top sportscaster—considerable experience; play-by-play major university baseball, football, basketball, college degree, references. Box 570E, BROADCASTING.

Young man seeks start in radio. Slight experience, broadcasting school, speech training. Some college, third phone. Box 571E, BROADCASTING.

Young dj, offering talent, versatility, and experience wants swing slot in medium market. Box 573E, BROADCASTING.

Intimate styled, mature bass voiced management, news, and combo personality desires position upper midwest. Seven years experience. Thirty, married, family. $650 month, minimum. Presently employed. Box 575E, BROADCASTING.

Sports announcer looking for sports minded station finest of references. Box 577E, BROADCASTING.

If you prefer adult air personalities at your station—not prima-donnas—not robots—not fast-paced auctioneers; rather, responsible performers, then I would like to work for you. Fourteen years experience. My wife, two children and myself are seeking reasonable permanency with a prestige-minded, receptive, intelligent radio operation. Box 580E, BROADCASTING.

Dixie: Nine years of all-around air work. Reference from every employer. Veteran with college. Finest of background. Know formula and standard radio. Box 588E, BROADCASTING.

Versatility, creativity, ambition—need opportunity. Two years experience most phases small station operation; News, sales, spot production, copy, believeable air personality—demonstrable success with any show from top 40 to classics—tight boardwork. 29, A.B. degree, one year graduate work, deep, quality voice. Top references, stable, like to locate near university, preferably south. Presently employed. Married, ready to move up. Box 592E, BROADCASTING.

Three years radio. 1st phone. Now C.E.&P.D. Worked part-time Crowell-Collier station. Box 595E, BROADCASTING.

Experienced announcer, strong commercial, knows music, family, prefer northeast. Box 599E, BROADCASTING.

Announcer . . . newscaster . . . authorative . . . not prima-donna or floater . . . married. Box 610E, BROADCASTING.

D.J.-announcer . . . happy bright sound . . . presently morning man . . . wants to settle . . . married. Box 611E, BROADCASTING.

First phone disc jockey. Experienced all phases. Please state salary. Box 619E, BROADCASTING.

Experienced fast paced tight production man wants position with swinging top forty station. Contact John Duffy, 67 Nelton Court, Hartford 5, Connecticut.

Quality announcer, resonant voice, good delivery, 3½ years experience, excellent references. College, family, veteran. Civic minded. Age 31. Prefer medium market in southern California or southern mid-west. Ted Ebrite, 502 East 17th, Ada, Oklahoma. FEderal 2-4290.

Peter Gunn? No, Duane Gunn! Young married, experienced dj-announcer wants to settle down. Desires growth with promising market. 2200 Sunnyside Ave., Lansing 10, Michigan.

Announcer-engineer. Experienced. Radio and tv. Jack Herren, 2232 Chestnut, Quincy, Ill. Phone BAldwin 3-6016.

Major market experience, DJ, first phone available, news experience, will consider P.D. position in medium or small market. Prefer independent willing to progress. John Jack, 1402 Wynn Terrace, Arlington, Texas.

Announcer, 1st phone, no maintenance, no car, $85. BE 7-6821 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Situations Wanted—(Cont'd)

Announcers

Night man. Light. Satirical. Sophisticated. Mature. Metro. Write: Jay Preuss, 1614 Trevilian Way, Louisville 5, Kentucky.

Personality dj, mc 16 years New York-Philadelphia radio-tv. Tall, good appearance, healthy, mid-thirties, dynamic! Minimum $125. Ready now. A. Raymond, 255-08 74th Ave., Glen Oaks, New York.

Technical

College man-first phone. Network video/audio. VTR. Heavy maintenance. VHF/UHF transmitter. Amateur extras. Desires NYC area. To complete graduate work. Box 552E, BROADCASTING.

Chief engineer—experienced am-fm including directional antennas. College graduate, 1st class radio telephone experienced in management—complete construction from application to successful operation. Available after June 1 or before for right position. Presently located in east. Will relocate. Box 562E, BROADCASTING.

First class engineer. Twelve years studio and transmitter experience. Three years chief. No announcing experience. Box 584E, BROADCASTING.

Combo. Three years radio. Also P.D. & sell. Best references. Box 596E, BROADCASTING.

Engineer with some AM-FM experience seeking permanent position in Texas or Louisiana. Contact Ray Loper, 1235 Isla, Stephenville, Texas. Phone Woodlawn 5-3357.

Production—Programming, Others

Experienced girl announcer. Traffic. 1st license. employed. Excellent references. Box 486E, BROADCASTING.

News director—Well experienced. Now leading crack news team which sets the competition in a metropolitan market. Seeking larger market and greater challenge at station where news image is important and talent is needed. Box 459E, BROADCASTING.

Newsman—reporter-newscaster. Experienced 9 years police, court, political, education, and human interest news and features. Professional air delivery. Straight or interpretive reporting. Best references, college, car. Interested radio and/or tv news work. Box 517E, BROADCASTING.

14 year vet in radio. Thorough programming, news, sports, deejay and sales background. 37, family man. $150 week minimum. Box 520E, BROADCASTING.

Bright, versatile, no commercial radio experience but two years AFRS radio, also was P.D. College radio station and sports editor college paper (Harvard). Recently three years editorial experience. My abilities include news, special events, sports, deejay and willing to roll up sleeves. Salary not of primary importance. Prefer 200 mile radius of NYC. I'm 30, married, 2 children and can help you right now. Box 529E, BROADCASTING.

Program manager for chain desires program directorship in large market. Storz background. Box 564E, BROADCASTING.

Successful young million-market deejay seeks opportunity deliver professional programming in important market. Consider well-paid second slot. Box 581E, BROADCASTING.

Copy that sells! Network-indie copy chief. Freelance agency experience. Solid client relationships. Audience-sales promotion . . . merchandising . . . top-40 to Good Music formats! Prefer station with dj's doing "real" spot production! Will consider agency. Present salary $500. Box 590E, BROADCASTING.

PD-announcer wants medium market. 10 years, family. Have everything, but money. Minimum $700. Box 593E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Now P.D. & C.E. Three years radio. Experienced all phases. Married. Two children. Military complete. Best references, including present employer. Have worked part-time Crowell-Collier station. Will travel. Box 597E, BROADCASTING.

Program director—13 years experience (program director; personality disc-jockey; advertising representative research). College graduate. Box 606E, BROADCASTING.

Announcing school and college grad, 25. Seeks start in radio or tv news-gathering, writing, broadcasting. Box 609E, BROADCASTING.

Photographer. Young, educated, with considerable professional experience in still and motion pictures. Stills published nationally in magazines, posters, filmographs. Three years with well known educational and documentary film company. Desire position with commercial or educational station. Box 616E, BROADCASTING.

1960 graduate desires employment; radio or tv production, programming; limited experience; restricted licensee. Owen Bauer, 4341 Bluerock, Cincinnati, Ohio.

TELEVISION

Help Wanted—Sales

National representative seeking television sales executive for Chicago and midwest area. Desire only experienced, successful man with highest possible references. Send resume and salary requirements. All replies strictly confidential. Box 591E, BROADCASTING.

Central California TV station can offer a top salesman excellent opportunity for big money—Best prospect list in town available now. Contact Ed Urner or Dave Maxwell, KLYD-TV, Bakersfield, California. Phone FAirview 7-7511.

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

TV-AM northwest needs chief with micro wave and construction experience. Salary dependent on ability. Excellent position for right man. Box 550E, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Full power vhf experienced video engineer for studio maintenance, and occasional transmitter relief. Voice over announcing ability helpful but not required. Send resume, salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIQ-TV, Box 1019, Eureka, California.

Require tv studio technician with 1st phone, heavy on maintenance of RCA equipment, permanent position. Engineering department, WKBW-TV, Buffalo, New York.

Maintenance supervisor for uhf station. Must have experience with studio and transmitter equipment. Send resume and photo to B. F. Gurewich, Chief Engineer, WKYT, Box 655, Lexington, Kentucky.

Production—Programming, Others

Promotion manager. All-round experience wanted, but must be strong on sales and merchandising. Plenty of materials and good personnel to assist you. You will be left alone to do your job, encouraged, and advanced provided you are the right man. Living conditions, schools, churches, climate excellent. Character and ability are musts. Salary $6500 minimum. Tell us in confidence all about yourself. Enclose photo. Respected station with strong network in upper south. Write Box 543E, BROADCASTING.

Medium midwest tv station needs experienced continuity gal immediately. Send resume, copy, picture and salary to Box 572E, BROADCASTING.

TELEVISION

Situations Wanted—Management

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position manager-sales manager, radio or television. Must be potential $20,000 up. Box 352E, BROADCASTING.

Television sales manager desires advancement opportunity in sales, management with growth organization. 7 year record competitive V mid-market. Can produce sales, station image. 13 year background includes broadcast, print, account, promotion, programming. Degree, 38, will relocate. Box 478E, BROADCASTING.

TV manager presently employed. BA degree, married, 2 children, 12 years experience including sales and personnel management, vet. Excellent references, prefer southwest. Box 598E, BROADCASTING.

QUALITY
STATION MANAGER

Executive, 49, broad experience in Radio for over 25 years. All aspects except technical. Have worked in New York and other major markets, but am familiar with the qualities of the good city of any size.

Encyclopaedic knowledge of popular and show music. Familiar with, but want no working part of, rock and roll. Have headed News bureau as top area newscaster, and have done all kinds of air shows and production, from records to top names. Promotion-competent.

Want to operate Good Music (not symphonic) station for good owner. Can get, service, and keep high calibre accounts most stations cannot secure. Will work closely with sales force and all other personnel.

Now in Midwest in closely related field, but I belong in Radio. Last in broadcasting last year ('60). Prefer Denver area or Central States, but will go to the station where I can do top-grade job only. Am churchman with excellent family.

Will move only for two-year firm contract at $12,000 per year. More if TV is involved. No percentage deals or fringe operations.

I will send detailed information, and references to good-rated stations, and if both of us deem it desirable, will be glad to visit you and your station.

Available on one-month notice.

Box 603E, BROADCASTING

Situations Wanted—(Cont'd)

Management

Aggressive, hard-working, self-starting tv sales executive wants management or sales management job with growth potential and future. 15 years experience in agency, radio-tv field, six as general manager AM radio; almost 3 years with present employer, but at end of road here for future advancement. Thorough knowledge local, regional, national sales. Age 39, married, have children. Box 578E, BROADCASTING.

Announcers

Have voice, will travel. Authoritative news or sports whiz-bang. Box 532E, BROADCASTING.

5 years radio, presently in tv. Experienced news, weather, booth, writing tv commercials. Production ability, directing, camera. 1st phone, 28, family, vet, college, plus radio-tv school grad. Prefer west. Employer will refer. Personal interview desired. Box 604E, BROADCASTING.

First phone, three years experience, one year tv. Tape, 25, married. Harold Compton, 19 Crawford St., Eatontown, New Jersey.

Technical

Studio, transmitter operation and maintenance experience. Some installation. Seeking opportunity for advancement. First phone. Box 559E, BROADCASTING.

Technical director 1st phone, six years experience in engineering and production, also technical schooling, $550 month minimum. Box 618E, BROADCASTING.

Production—Programming, Others

Director with 5 years experience in commercial and ETV in midwest. Available immediately. Heavy on live commercials and news shows. Knows lighting, can announce. Excellent references. University of Michigan grad. Family. Box 492E, BROADCASTING.

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 487E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 523E, BROADCASTING.

Newswriter. Six months radio-tv, no air, three years newspaper experience. Now employed as reporter for newspaper at $110 per week. Box 537E, BROADCASTING.

Program director large midwest market desires relocate west coast. Top experience all phases television management. Box 589E, BROADCASTING.

FOR SALE

Equipment

3 Utility type 180 towers standing 197'—Best offer. 3 Gates insulated sample loops. 1 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate current, tower lites read back. 3-3 section tower lighting chokes. 1-3 section tower lighting choke in weather proof housing. 200 ft. RG 164 cable 72 ohms. Best offer for any or all equipments. Box 503E, BROADCASTING.

2500' ⅞ coax 72 ohms cable. 3200' ⅜ coax 72 ohms cable. 3-Collins speech racks. Other miscellaneous equipment. Box 541E, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

TV transmitter, F.T.L., 1 kw, channel 33 with monitors, dummy load, diplexer, control desk; less than 3000 hrs. Stab. amp. DuMont 5270c. TV projector, 35 mm RCA. Presto recording amp. type 92B. Fairchild disk cutter. Station built 5 channel video switcher and dissolve unit. Make offer. Box 561E, BROADCASTING.

For sales used towers. One 200' Blaw-Knox, type L.T. $1,100. One 140' Wincharger, type 150, $650.00. Box 576E, BROADCASTING.

IRE transactions, 1948 thru 1955, 16 newly bound books, $200; 1956 thru 1960 available soon. Box 620E, BROADCASTING.

Xmission line, Andrew 451, 1⅝. 10 lengths plus odd lengths no charge. $200.00 for all. Crated FOB San Francisco. Box 621E, BROADCASTING.

Westinghouse 5HV, 5 kilowatt, transmitter, $4,000.00. Contact Bob LaRue, Radio Station KRAK, Hotel Senator, Sacramento, California.

RCA MI-19390 diplexer and MI-19085-H-12 sideband filter now tuned Channel 12. Contact Joe Gill, WRDW-TV, Augusta, Georgia.

RCA 3-bay, Channel 3 (or) TV antenna, 320 ft. 3⅛" com. products coaxial line, elbows, hangers, fittings, etc. All in excellent condition. Bargain. WSAV-TV, Savannah, Georgia.

400' good 1⅝" coax $400. WTOS, Wauwatosa 13, Wis.

Three hydraulic camera dollies for image orthicon camera with Mitchell heads. Hydraulic system needs repairs—Make offer. WTVR, P.O. Box 5229, Richmond, Virginia.

AM, FM, TV terminal equipment including monitors and 5820 tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12. Minnesota.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Group now formed—object buying radio station middle Atlantic or south. 50,000 to 200,000 market. Replies confidential. Principles only. No brokers. Box 477E, BROADCASTING.

Responsible party desires partner(s) for high power FM station in Tulsa, Oklahoma. Must be experienced in FM and financially responsible. Have 50% capital. Replies confidential. Send full resume to Box 479E, BROADCASTING.

Have eight thousand equity in LA rented home trade for interest in small California AM station. Box 533E, BROADCASTING.

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia, Florida preferred. Nineteen years successful management-sales. Correspondence confidential. Box 556E, BROADCASTING.

Wanted: Lease or manage station in west or midwest, will consider other areas. Potential limited in present area. Want to work. Box 558E, BROADCASTING.

Southwest—manager who can turn loser into winner with lease facility with purchase option. Box 594E, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia, Florida preferred. Nineteen years successful management-sales. Correspondence confidential. Box 617E, BROADCASTING.

Young, experienced, financially responsible broadcaster desires partner(s) for high power, tall tower, fine arts FM station in southwest metropolitan area of 400,000. Area has excellent potential. First of seven FM station chain. Have 50% of estimated $80,000 investment. Prefer experienced FM broadcaster. Must be financially responsible. All replies answered and kept confidential. Send full resume to George R. Kravis, Kravis Radio Enterprises, 2109 E. 30th Place, Tulsa 14, Oklahoma.

Equipment

Wanted. Complete equipment for 5 kw station. Studio to transmitter. Box 427E, BROADCASTING.

Used 2 channel control board for AM and FM operation. At least 6 imputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Wanted . . . Usable 250 watt Western Electric transmitter Model 451 grid modulated. Box 565E, BROADCASTING.

Have immediate need for RCA stab amp., type TA-9, and phase equalizer equipment. Write P. O. Box 2167, Wilmington, Delaware.

AM frequency and modulation monitors; field intensity meter; audio patch panels; 250 and 500w AM transmitter; antenna tuning units; tower lighting chokes; CRS, Box 503, Carthage, Mo.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

School of Broadcasting and Announcing only licensed school in New York for D.J.'s, announcers. Limited classes. 1697 Broadway, New York, N. Y.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Want commissionable rates, late evening radio-television. 400 accounts! Gospel Radio Broadcasting, Schell City, Missouri.

RADIO

Help Wanted—Sales

SALES MANAGER
SPECIAL PRODUCTS

Leading manufacturer of broadcast, communications and industrial electronic equipment has major opening for high level man to manage sales of jobbed equipment.

This is a challenging position for a self-starter who can assume responsibility for the operation of the entire special products department, including administration, sales forecasting, inventory and merchandising.

College degree preferred. Electronic background essential. Applicants should have experience as manufacturer's rep or with jobbed products department of electronic company.

Excellent starting salary, profit sharing, insurance program, plus many other important company benefits. Midwest location.

Send complete resume, photo and salary requirements with first letter to:

Box 557E, BROADCASTING

OPPORTUNITY

Top Notch Radio Salesman

Must be experienced sales management and up this is a travelling job Monday through Friday each week —headquarters Chicago or San Francisco area—13,000 plus expenses and commission to start— Send detailed resume and photo to:

Box 566E, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

RADIO

Situations Wanted—Announcers

FOR THINKERS ONLY

WHO sold you the shirt you're wearing? The insurance you're carrying? The car you're driving? An echo chamber or a salesman? On the air for twenty years in major markets. I've been ringing the client's till by judiciously programming music for adults of all ages and selling the product. Listeners and sponsors get along fine when properly introduced. I'd like to prove this in your market.

Box 600E, BROADCASTING

Production—Programming, Others

ADVERTISING PROMOTION DIRECTOR

Background: N. Y. advertising agency art direction. Creative, top echelon exec. National design awards. Presently in Washington, D. C. Will relocate.

Box 547E, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

WFMY-TV

Greensboro, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Salary open. Good market, CBS-TV affiliated more than 11 years. Submit application with full information on experience, samples of work, and photograph to Personnel Manager, WFMY-TV. Confidential.

TELEVISION

Situations Wanted—Management

AVAILABLE
VETERAN TV MANAGER

Experienced general manager with background of 25 years in successful radio-TV leading properties, major markets, interested in new affiliation. As vice president and general manager of a leading metropolitan network affiliated station, I developed a losing situation into a highly profitable organization, tripling gross sales, while upgrading programming and station image—against two other exceptionally strong TV properties. My references include many leading national executives among networks, stations, agencies and advertisers.

Box 613E, BROADCASTING

FOR SALE

Equipment

FULLY EQUIPPED TO GO ON AIR

Just plug this trailer in and you're ready to boardcast. Custom made for WGH Radio 3 years ago. Listen to these features: Custom built console cabinet covered in quilted plastic, gas heater cleverly hidden with cabinets, lounge with foam rubber sofa, wall-to-wall carpet, drapes. All glass tinted. Console equipped for spot-masters. Trailer comes equipped as pictured above for less than $5,000.00. Write or call WGH RADIO, Newport News, Virginia.

High performance Low cost

SUBCARRIER GENERATOR

Model SCG-2

For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.

MOSELEY ASSOCIATES

P. O. Box 3192
Santa Barbara, California

STATIONS — FOR SALE

SMALL MARKET

South Florida station. Has good potential, modest price, low down payment. Problem: Absentee ownership.

Box 612E, BROADCASTING

RECEIVER SALE

Radio Station KRNY, 1460 kc, regional daytime, standard 5:00 A.M. sign-on, 5,000 watts, non-directional. Located in Buffalo County, city of Kearney, Nebraska. This station was placed in receivership in order to dissolve the interest of investors. Sealed bids are to be filed with the clerk of the District Court, Buffalo County, Nebraska, on or before 10:00 A.M. central standard time on the date of April 7, 1961, to be opened by the receiver.

Terms of sale: 5% of total bid by certified check or bond is to accompany the bid, with the balance payable upon confirmation and transfer from FCC. The station will be transferred free and clear of all indebtedness. For further information, call receiver: Jac L. Bye, KRNY Radio, Kearney, Nebraska.

Tenn	single	daytimer	$ 80M	terms
S.C.	single	daytimer	65M	low dn
Ore	single	daytimer	75M	terms
Miss	single	daytimer	40M	15dn
Iowa	single	fulltime	87M	25dn
Fla	small	daytimer	46M	8dn
Ala	local	fulltime	65M	22dn
Calif	medium	regional	175M	29%
N.C.	medium	fulltime	150M	terms
Va	metro	regional	215M	terms
Texas	metro	regional	225M	terms
Midwest	capital	regional	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Stock for Sale

100 shares of stock in a radio station in Scranton, Pa. Representing 16.6% of total issue. Price $15,000.

Write: **Lomma Enterprises**
Scranton, Pa.

Tex. major $200,000—Tex. single $160,000—Tex. single $150,000—Tex. single $125,000—Tex. single $63,000—Tex. single $53,000—Ala. major $300,000—Miss. single $50,000—Miss. single $45,000—Ark. single 80% $65,000—La. single $100,000 — La. major $97,500—Rocky Mt. single $47,500—Fla. major $265,000—Fla. semi-major $230,000—Fla. medium $135,000—Fla. major $225,000—Fla. major $120,000—Fla. medium $110,000—Fla. Single $50,000—Fla. single $35,000 cash. PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

CALIFORNIA. Full time. Absentee owned. Market of 35,000. Asking $40,000 but plenty of room for negotiation.

SOUTHWEST. Top market. Full time. Currently doing $16,000-$17,000 a month. Asking $275,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 108

remote control authority.

WFME (FM) Detroit, Mich.—Granted extension of completion date to Aug. 27.

Actions of March 14

KTUC Tucson, Ariz.—Granted relinquishment of positive control by Gertrude and Walter Krampert (family group) through sale of stock to Robert Lebsock and C. Van Haaften.

KWYO Sheridan, Wyo.—Granted acquisition of positive control by Donald E. Tannehill through purchase of stock from Rosalie E. Carroll, individually and as executrix of the estate of James W. Carroll, deceased.

WLRJ (FM) Roanoke, Va.—Granted license for fm station; ERP 2.7 kw ant. height 54 ft.

KOGO San Diego, Calif.—Granted mod. of license to operate main transmitter by remote control; conditions.

KQEN Roseburg, Ore.—Granted mod. of license to change name to Pacific Western Bcstrs. Inc.

KLOE Goodland, Kans.—Granted mod. of license to change name to KLOE Inc.

WFLB Fayetteville, N. C.—Granted cp to make changes in ant. system (reduce height).

KVOC Casper, Wyo.—Granted cp to install new trans.

WOC-TV Davenport, Iowa—Granted mod. of cp to reduce aur. power to 50 kw.

KTOC Jonesboro, La.—Granted mod. of cp to change type trans.

KOCY Oklahoma City, Okla. — Granted mod. of cp to make changes in ant. system; condition.

KRDP Reedsport, Ore.—Granted mod. of cp to change type trans.

KHOQ Hoquiam, Wash.—Granted mod. of cp to change ant.-trans. and studio location .

The following stations were granted extensions of completion dates as shown: KTPS (TV) Tacoma, Wash. to Sept. 15, and WDYL Ashland, Va. to July 1.

Actions of March 13

WKMH, WKMH-FM, WKMF, WSAM, WSAM-FM Dearborn, Flint and Saginaw, Mich.—Granted involuntary transfer of control from Frederick A. Knorr to Nellie Marie Knorr, administratrix of estate of Frederick A. Knorr, deceased.

WKHM Jackson, Mich.—Granted involuntary transfer of control from Frederick A. Knorr to Nellie Marie Knorr, administratrix of estate of Frederick A. Knorr, deceased.

Granted licenses for following am stations: KYCN Wheatland, Wyo.; WNCG North Charleston, S. C.; condition.

Granted licenses for following fm stations: WFHA-FM Red Bank, N. J.; WPTW-FM Piqua, Ohio; ERP 35.6 kw; ant. height 164 ft.; KAFM Salina, Kans.

WNAV Annapolis, Md.—Granted license to use old main trans. as auxiliary trans. at main trans. location.

WKIX-FM Raleigh, N. C.—Granted license covering decrease in ERP to 20.5 kw.

KALL Salt Lake City, Utah—Granted license to use old main trans. (composite) as auxiliary trans.

KOID Caldwell, Idaho—Granted license covering increase in daytime power and installation of new trans.

WWRI West Warwick, R. I.—Granted license covering increase in daytime power and installation of new trans.

WTWN St. Johnsbury, Vt.—Granted license covering increase in daytime power and installation of new trans.

WLAN Lancaster, Pa.—Granted cp to install trans. at main trans. location as an alternate main trans.

KSUN Bisbee, Ariz.—Granted cp to install new trans.

KMOX-FM St. Louis, Mo.—Granted mod. of cp to increase ERP to 47 kw; change type trans.; type ant. and make changes in ant. system; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in the report of network study staff; (2) related studies and inquires now being considered or conducted by commission; and (3) pending anti-trust matters.

KGB San Diego, Calif.—Granted mod. of cp to change type trans. studio and remote control point.

KSNA Santa Rosa, Calif.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: WMRO-FM Aurora, Ill. to Sept. 27; WNEM-FM Bay City, Mich. to Sept. 30; WIFI (FM)

Philadelphia, Pa. to June 30; WRNJ (FM) Atlantic City, N. J. to Apr. 30; WVNJ-FM Newark, N. J. to June 27; WNBC, New York, N. Y. to Aug. 23; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to : (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters; KSNA Santa Rosa, Calif. to June 20; KTFS Texarkana, Tex. to Aug. 15; WIXN Dixon, Ill. to May 28; KVNU Logan, Utah to Apr. 15; WFMH Cullman, Ala. to Aug. 23; KCUL Fort Worth, Tex. to Apr. 15; KSL Salt Lake City, Utah, to May 24; WMOX Meridian, Miss. to June 1; WYND Sarasota, Fla. to Aug. 24.

Actions of March 9

KURL Billings, Mont.—Remote control permitted.

WDBQ-FM Dubuque, Iowa—Remote control permitted.

WCPS-FM Tarboro, N. C.—Granted change of remote control authority.

WHEE Martinsville, Va.—Granted change of remote control authority.

Tv translator stations

ACTIONS

Phillips County TV Assn. Inc. Phillips County, Mont.—Granted cp for new uhf tv translator station on ch. 75 to translate programs of KOOK-TV (ch. 2), Billings. Action March 22.

Columbus Lions Club Columbus, N. D.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KXMC-TV (ch. 13), Minot. Action March 22.

West Lane Translator Inc. Florence, Ore.—Granted cps to replace expired permits for three uhf tv translator stations (K71AV) on ch. 71 to translate programs of KOIN-TV (ch. 6) Portland; (K73AQ) on ch. 73 to translate programs of KCBY (ch. 11) Coos Bay; and (K76AY) on ch. 76 to translate programs of KPTV (ch. 12) Portland. Action March 16.

Umatilla Rural Television Inc. Pendleton, Ore.—Granted cp to replace expired permit for new uhf tv translator station on ch. 77 to translate programs of KXLY (ch. 4) Spokane, Wash. Action March 16.

Valley Translator System Quitaque and Turkey, Tex.—Granted cp for new uhf tv translator station on ch. 73 to translate programs of KVII-TV (ch. 7) Amarillo.

License renewals

WAST Tuscaloosa, Ala.; WCEH Hawkinsville, Ga.; WCRL Oneonta, Ala.; WDAX McRae, Ga.; WDUN Gainesville, Ga.; WETU Wetumpka, Ala.; WGGA Gainesville, Ga.; WGSR Millen, Ga.; WIIN Atlanta, Ga.; WJHO Opelika, Ala.; WJJC Commerce, Ga.; WMOG Brunswick, Ga.; WNUZ Talladega, Ala.; WPAX Thomasville, Ga.; WQXI Atlanta, Ga.; WRAG Carrollton, Ala.; WTJH East Point, Ga.; WTRP LaGrange, Ga.; WWWB Jasper, Ala.; WWWF Fayette, Ala.; *WABE (FM) Atlanta, Ga.; *WUOA (FM) Tuscaloosa, Ala.; *WAIQ (TV) Tuscaloosa, Ala.; *WBIQ (TV) Birmingham, Ala.; *WCIQ (TV) Mt. Cheaha State Park, Ala.; *WETV (TV) Atlanta, Ga.; WALA-TV Mobile, Ala.; WALB-TV Albany, Ga.; WKRG-TV Mobile, Ala.; WSAV-TV Savannah, Ga.; KFXM San Bernardino, Calif.; WALO Humacao, P. R.; WDAE Tampa, Fla.; WHIY Orlando, Fla.; WIPC Lake Wales, Fla.; WKXY Sarasota, Fla.; WPCF Panama City, Fla.; WTRL Bradenton, Fla.; WFLA-AM-FM Tampa, Fla.; KIBH Seward, Alaska; WORD Spartanburg, S. C.; WHVH Henderson, N. C.; WKAT-FM Miami, Fla.; *WUFT (TV) Gainesville, Fla.; WWDC-FM Washington, D. C.; WNYC-AM-FM New York, N. Y.; *WPRK (FM) Winter Park, Fla.

Short term licenses

■ Commission granted application of United Bcstg. Co. Inc., for renewal of license of WOOK Washington, D. C., for limited period to July 1, 1962. Comrs. Hyde and Craven voted for full-term license. (On Dec. 7, 1960, five other stations owned by Richard Eaton were similarly issued short-term licenses.) Action March 16.

Translator TV Unlimited Inc. Aberdeen, Hoquiam, Montesano and Central Park,, Wash.—Granted cps for two new uhf tv translator stations to translate programs of Seattle stations—one on ch. 79 to translate programs of KCTS (ch. *9) and other on ch. 70 to translate programs of KOMO (ch. 4). Action March 16.

Rulemaking petitions

ACTIONS

By report and order, commission finalized rule making in docket 13904 and amended tv table of assignments by adding ch. *28 to Newark, Ohio, for noncommercial educational use and substituting ch. 68 for ch. 28 in Lancaster, Ohio, effective May 1. Newark Public Schools had petitioned for educational channel in Newark. Action March 22.

U. of Illinois Urbana, Ill. (5-6-60)—*Requests amendment of rules to delete uhf tv ch. 37 (608-614 mc) from table of assignments and assign same to Radio Astronomy. Further requests that all other rule making proceedings involving use of ch. 37 be held in abeyance until instant petition can be considered, so that such other proceedings can be held in conjunction with those proposed therein and that commission refrain from granting any cp or licenses on ch. 37 (except renewals of license of RCA experimental television station at Camden, N. J.) until rule making proceedings on instant petition can be held and acted upon.

*Denied by memorandum opinion & order adopted March 8, 1961 and released March 13, 1961.

Harvard College Cambridge, Mass. (7-20-60)—*Requests amendment of rules to provide protection from radio interference for radio astronomy station of Harvard College Observatory, Fort Davis, Tex.

*Denied by memorandum opinion & order adopted March 8, 1961 and released March 13, 1961.

APPLICATIONS

KTCI Terrytown, Neb. (3-10-61)—Requests (1) amendment of rules to allocate vhf tv channel to Terrytown in accordance with proposals set forth under alternatives #1, #2, and/or #3 as follows:

LOCATION	DELETE	ADD
(1)		
Terrytown, Neb.*	..	13
Alliance, Neb.	13, 21	21
(2)		
Terrytown, Neb.*	..	8+
Laramie, Wyo.	*8+, 18+	18+
(3)		
Terrytown, Neb.*	..	11+
Scottsbluff, Neb.	10—, 16+	13—, 16+
Alliance, Neb.	12-21	9+, 21
North Platte, Neb.	2—, 9+	2—, 12—
Rawlings, Wyo.	11—	3+
Vernal, Utah	3+	8

*All requests for allocations to Terrytown, also incorporate by reference a request for alternative allocation to Terrytown-Scottsbluff-Gering or any combination thereof

National Educational Television & Radio Center Washington, D. C. (3-13-61)—Requests amendment of rules to assign either ch. 46 or ch. 47 to Lexington, Ky., and reserve channel for noncommercial educational use by making either of following proposed changes:

LOCATION	DELETE	ADD
Lexington, Ky.		
	18+,27—,64,70+	18+,27—,*47,64,70+
Lexington, Ky.		
	18+,27—,64,70+	18+,27—,*46,64,70+
Bristol, Tenn.-Bristol, Va.		
	5+,46—	5+,75
Richmond, Ky.		
	60	80

WTVO (TV) Rockford, Ill. (3-14-61)—Requests that following changes be made in table of assignments relating to Madison, Wis. and Rockford, Ill.

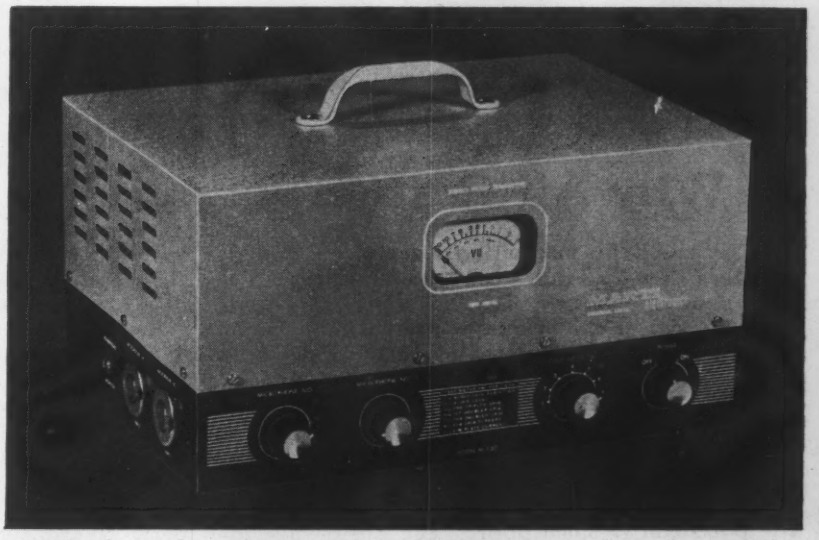
LOCATION	DELETE	ADD
Madison, Wis.		
	3,*21,27,33	*21,27,33,39
Rockford, Ill.		
	13,39,*45	3,13,*45
Fond du Lac, Wis.		
	54	68

WXIX-TV Milwaukee, Wis. (3-14-61)—Requests (1) amendment of rules to add ch. 8 for use in Milwaukee, Wis., and (2) for simultaneous issuance of authority to WXIX Inc. to operate its station WXIX-TV concurrently on chs. 8 and 18 from common transmitter location.

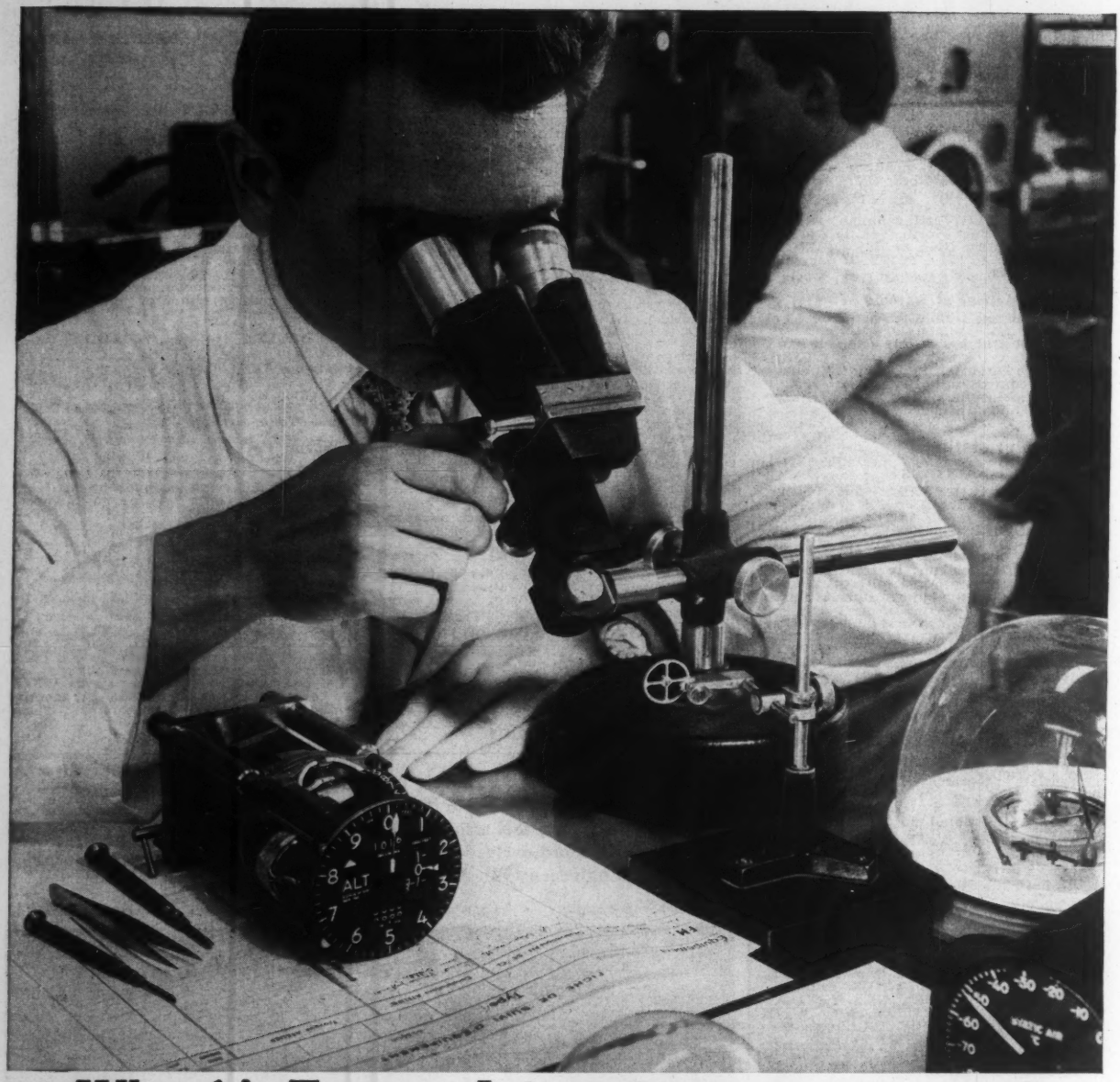
Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w, frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.*



Why Air France Jet parts never wear out

This technician is subjecting a gear from the altimeter of an Air France 707 Intercontinental Jet to microscopic study. It's being examined for signs of wear or oxidation . . . and this is just one of *fifty* separate tests given every Air France altimeter every 1000 hours of use!

What's more, *each* Air France jet part undergoes exhaustive inspection . . . and has a "life" of its own. Technically, this "life" is called the "potential"—a fixed period of time when it just can't wear out. In the case of the altimeter, for instance, the potential is 5,000 hours. Yet Air France inspection is continual throughout this time period, and long *before* the potential is reached, the part has been replaced by a new one!

Such attention to detail explains why 6,525 out of 22,200 employees, almost *one-third* of all Air France personnel, are engaged in maintenance. Skilled technicians working on a round-the-clock basis guarantee that every Air France flight will leave the ground in perfect working order. One more reason why Air France is the world's largest airline, with a forty-two year record of flying experience and service.

AIR FRANCE JET

World's Largest Airline/Public Relations Personnel Ready To Serve you In New York, Chicago, Los Angeles, Montreal, Mexico City

OUR RESPECTS to Kenneth Charles Timothy Snyder, NL&B, Hollywood

The goal in commercials is sales—not awards

A few days ago Ken Snyder added two responsibilities to the man-sized load he has been carrying as vice president and director of the radio-tv creative department of Needham, Louis & Brorby. At the agency he has assumed the additional title and duties of the manager of the Hollywood office.

Mr. Snyder's second new title is chairman of the 1961 International Broadcast Awards competition of the Hollywood Advertising Club. He views this position not as a name-on-a-letterhead honor but as a call to roll up his sleeves and do an important job for broadcasting and for all advertising.

"Everything we can do to honor good commercials—not artsy-craftsy whatisits, but hard-headed, hard-selling spots—is bread cast on the waters," he stated. "This competition, which gives the creators and producers of radio and television commercials an opportunity to put their best work on the stand to be measured against the best of other producers the world around, cannot help but stimulate harder work, better thinking that will make each new crop of commercials just a little bit better than it otherwise might have been."

The Goal Is Sales ▪ But in Ken's credo the purpose of a commercial is to win sales, not awards. To him a commercial is not subsidized art but an important economic tool. His department of 45 people—writers, producers, art directors, its own traffic and billing department and even a business affairs coordinator—is responsible for every radio and tv commercial of every NL&B client and at this agency broadcast billings are more than half the total sum.

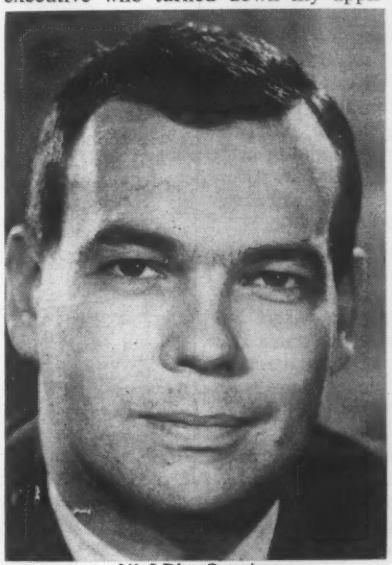
"It's a creative process," he observes, "wherein, frame by frame and sentence by sentence, we produce, as economically as we can, a commercial that will pull its weight on the sponsor's marketing team and do its part in moving whatever it is he has for sale."

Kenneth Charles Timothy Snyder was born Feb. 28, 1925, in Evanston, Ill., where, 20 years later, he received a bachelor's degree in political science from Northwestern U. and at the same time was commissioned an ensign in the Navy. In between, he had lived in and around Chicago and New York, acquiring one diploma at P.S. 101 in Forest Hills, N. Y., and another at Maine Township High School in Park Ridge, Ill. That was in 1942. Ken was 17 and there was a war on. He enlisted in the Coast Guard, serving as a signalman and receiving officers' training at Notre Dame and Northwestern. After getting his commission he was sent to the *USS Denver*, where he was retired from active duty in July 1946.

With a flair for writing (he had edited the school paper and yearbook) and a bent for dramatics (expressed in high school and Navy local talent shows and a shipside radio program), Ken wanted to go on writing, directing and producing when he was out of service. When RKO offered him a job as a trainee in Hollywood he thought he was on his way. But the following year the movies were hit by one of their periodic depressions and Ken was at liberty.

He made the rounds of Los Angeles advertising agencies, hoping to get in on the ground floor of that exciting new thing called television, but his enthusiasm evoked no response, so he hied himself to San Francisco and became a trainee at A. C. Capwell's department store across the bay in Oakland. After hours, he and another youngster did an act in an Oakland night club. "It assuaged my stagestruck soul and augmented my meager department store salary."

Back to School ▪ Ken wanted to fill in some gaps in his Navy-sponsored education, which "had stressed navigation, gunnery and mathematics," so he and his bride (Kim Fleming, a coed at the U. of California at Berkeley when they met) cashed in his G.I. credits at the American Institute of Foreign Trade near Phoenix. "In my year there," Ken said, "I had a chance to study advertising, marketing, banking and finance; I got another bachelor's degree and I was interviewed by a Procter & Gamble executive who turned down my application for a job in the advertising department because I was 'too creative.' I still don't know whether I was being complimented or insulted."



NL&B's Snyder
A creative process

Back in Oakland, Ken got a job as a promotion writer for the *Post Enquirer* and, when the Hearst paper folded, he became a copywriter at BBDO in San Francisco. Here he worked on print copy until Pacific Telephone began sponsoring a filmed tv series, *Hollywood on the Line*, which he was picked to edit because of his movie experience. He wrote his first tv commercials for Circus Peanuts, added Standard Oil of California, and wrote and produced the first tv spots for Gallo Wines and MJB coffee.

Ken had become tv commercial supervisor before leaving BBDO/SF to move to Cincinnati as tv director of Stockton, West, Burkhart. Here he had charge of all tv advertising for a list of accounts ranging from the telephone and public utility companies to greeting cards, shoes and beer.

After a year with SWB, Ken joined Needham, Louis & Brorby as a tv writer, working on "every account in the shop" and doing it so well that in 1957 the Chicago Copywriters Club named him copywriter of the year. "That was my year," Ken stated. "I got the award and our son, Blake, was born."

Go West ▪ In 1958, Ken was put in charge of the radio-tv creative department and subsequently was made vice president. In 1959, he moved his headquarters from Chicago to Hollywood, where most of the agency's commercial production was going on and where, he said, "we can produce good broadcast advertising, professionally conceived and executed." Products his department currently serves include: Johnson's Glocoat, Pride, Stride and shoe polish; Household Finance Corp.; Campbell's V-8 and pork and beans; State Farm Insurance; Renault; Morton Salt; Massey-Ferguson; Kraft margarines, jams and jellies and new products; Peoples Gas Light & Coke Co.; Oklahoma-Humble Oil.

The Snyder family lives in Westwood, a quarter-hour's drive from his Sunset Strip office. Ken's hobbies are music (he's an ASCAP writer and, with Jack Fascinato, author of a Capitol album, "Music from a Surplus Store"), rock collecting and Californiana of all varieties. He admits to being "an incorrigible speechmaker" and he's also a good one. But if you think his main interest is turning out ever better and more sales-successful commercials "you ain't just whistling Dixie," to use his favorite phrase.

Hard life on the New Frontier

THERE'S no doubt that the FCC of the New Frontier is going to be one of the toughest FCCs in the history of broadcast regulation. Witness its action last week in notifying KDWB Minneapolis-St. Paul that the station has incurred "an apparent liability" for a $10,000 fine for using daytime facilities in nighttime hours.

The commission's action was preliminary, and the station has a chance to argue for an elimination or reduction of the fine. But the fact that the FCC chose to invoke the maximum penalty in its first aplication of the forfeiture law that was passed last year suggests that it intends to be stern under its present administration.

The precedent that could be set by the KDWB case is disturbing. It is the station's contention that the operating practice to which the FCC objects was inherited by the present owner, Crowell-Collier, from the former owner and that the technical violation was unintentional. That contention was made in the station's reply to a first notice of violation that the FCC sent KDWB two months ago. Yet last week the commission proceeded with its notice of "apparent liability" for a maximum forfeiture.

If the penalty sticks, it will mean that even unintentional errors can lead to penalties and, what may be worse, to the entry of black marks on a licensee's record. The burdens of operating television and radio stations will not be lightened under Newton Minow's chairmanship of the FCC.

Etv subsidy safeguards

SEN. Magnuson's educational television subsidy bandwagon rolled through the Senate last week. The bill, to authorize a maximum of $1 million for each state to expedite use of tv as a means of alleviating the critical problems of education in our expanding economy, also won overwhelming support last week in hearings before the House Communications Subcommittee. But in the past two years, after favorable Senate action, the House let almost identical bills die.

As was the case last year, under a Republican administration, the Department of Health, Education and Welfare opposed the Magnuson bill. The new Democratic secretary, Abraham Ribicoff, isn't opposed to the purpose of the bill. He couldn't be. But he believes a fully coordinated plan for aid to education first should be evolved.

There is no doubt about the potency of television, properly financed and used, as an educational instrument. But, as the Senate heard last week, the $1 million per state "seed" money is only the beginning. Operating and programming expenses must be borne by the communities.

Several years ago it was evident that educational television was here to stay. Yet only 54 of the 268 channel reservations, there for the asking, have been picked up.

There can be no valid objection to the philosophy of the Magnuson bill. We would prefer, however, to see appropriate safeguards against possible commercial use of these reserved channels. The preamble of the Magnuson bill would authorize the appropriations "to assist the states and certain organizations therein to establish or improve television broadcasting for educational purposes." There is no specific mention of non-commercial operation, although admittedly that is imbedded in the FCC's etv regulations.

The Senate debate was sprinkled with mentions of "nonprofit" operation. But not "non-commercial." There is a big difference. In the hands of a university, for example, an etv station might derive revenue from sale of its time but disburse the funds for maintenance of its campus. An argument could be made that this isn't operation for profit.

In 1956, the then FCC denied the educational station in Pittsburgh (WQED-TV) the right to telecast NBC coverage of the political conventions, along with commercials, for which it would have been paid. It did so on the ground that the station held a "non-commercial" license and had procured an automatic grant of a reserved facility unavailable to commercial applicants. This wasn't the first effort of a non-commercial educational outlet to become commercial. Nor will it be the last.

The FCC's new chairman, Newton N. Minow, in testimony before the Senate Commerce Committee last month, said he hoped to "liberalize the rules to enable etv stations to obtain revenue." Money, he said, "is their biggest problem." This is not the same FCC that functioned in 1956.

Use of educational tv channels for commercial purposes, notably with federal subsidy, would put the government in the broadcasting business. This isn't the intent of Sen. Magnuson or of the Kennedy administration.

Mafia's in the cold, cold ground

IF Desilu Productions runs short of ideas for the *Untouchables,* here's one it might develop.

The scene is a poorly lighted pier on the Brooklyn waterfront. In the gloom three longshoremen slouch against a pile of packing cases. One has a cigarette (a Camel) dangling from the corner of his curled lips. Smoke drifts across his hooded eyes. Idly he swings a hook as though looking for an abdomen to sink it in. He speaks: "Hey, whattya know, that Tough Tony. He'sa gonna let theesa stoff rot onna theesa pier." He smiles mirthlessly.

Cut to scene in a lavishly furnished apartment. In the background a blonde in a black negligee lounges on a white sofa. She is buffing her nails. Seated at a French provincial desk in the center of the room is a swarthy man with curled lips and hooded eyes. He is talking into a French telephone. "Hallo," he says and pauses to smile mirthlessly and to twirl between his manicured thumb and forefinger a letter opener shaped like a Sicilian fisherman's knife. "You gonna keep making Italian boys look bad, your stoff gonna rot onna th' piers. You think you make-a trouble, we got friends in Washington. They gonna say what we do is okay. Know what I mean?" Abruptly he hangs up. On the white sofa the blonde leans forward to select a cigarette from a jeweled box on a marble table. Her neckline drops one thirty-second of an inch short of the boundary fixed by the television code. As she lights the cigarette she hums absently: "L and M has found the secret that unlocks . . ." Like a cat the man springs across the room and sinks the letter opener in her breast. "Some broads never get the word," he snarls.

Well, Desilu can take it from there. That's about all of it that we can stand.

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WDSM-TV	Duluth	**KFYR-TV**	Bismarck	**WLBW-TV**	Miami	**WKRC-TV**	Cincinnati
KEYT	Santa Barbara	**KTSM-TV**	El Paso	**WFBC-TV**	Greenville	**KKTV**	Colo. Spgs.-Pueblo
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WNEM-TV	Saginaw-Bay City	**KABC-TV**	Los Angeles	**KTVK**	Phoenix	**WATE-TV**	Knoxville
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